PLAY METER Magazine
VOLUME 22, No. 8
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
JULY 1996

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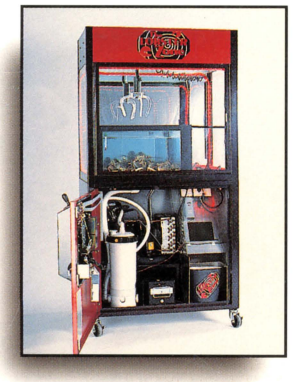

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News Notes

✔ GEORGIA REFORMS REDEMPTION LAWS

A set of reforms passed by the Georgia Legislature regarding non-ticket redemption, which went into effect July 1, should help clarify the way operators can give out prizes. The law also stiffens penalties for violations of the state's gambling laws by paying out cash.

Les Schneider, legal counsel for the Georgia Amusement and Music Operators Association, said clarifying the laws on redemption helps both operators and location owners compete with the home entertainment market for revenue. "The industry has to be realistic when looking at merchandising. We did want to draw a clear line between merchandise and gambling, which we oppose."

The law allows any coin-op machine which involves some level of skill to award replays. Previous law limited the number of replays to 15 per game. Non-cash redemption prizes are limited to $5, but a provision that the award cannot be worth 10 times the cost to play was dropped. Credits for prizes can also be accumulated for more than $10 worth of merchandise from more than one play, and prizes can include certificates for merchandise from other stores.

Quartermaster of LaVergne, Tenn., also reports that its two newest games, the skillstops *Cherry '96* and *Fruit Bonus '96*, are now allowed under Georgia's new law as redemption games. The company holds exclusive distribution rights on the machines.

✔ AMOA RESPONDS TO CONCERNS ABOUT VIOLENT CONTENT

In response to continued concerns about video game violence, AMOA sent letters to two U.S. Senators last month assuring them that the industry was continuing to work toward a universally implemented parental advisory system. The letter detailed the AAMA advisory categories and the interim advisory sticker program developed by AMOA. "Due to the Internet, well-informed players and location management have strong input on the selection of games purchased (by operators). In many cases it is these games that are in question." The letter, signed by AMOA president Randy Chilton and sent to Sens. Herb Kohl and Joseph Lieberman, went on to say that AMOA "has formally requested compliance to all manufacturers of a coin-operated video game in our industry" and "continues to encourage the manufacturers to include the parental advisory in the attract mode" of games.

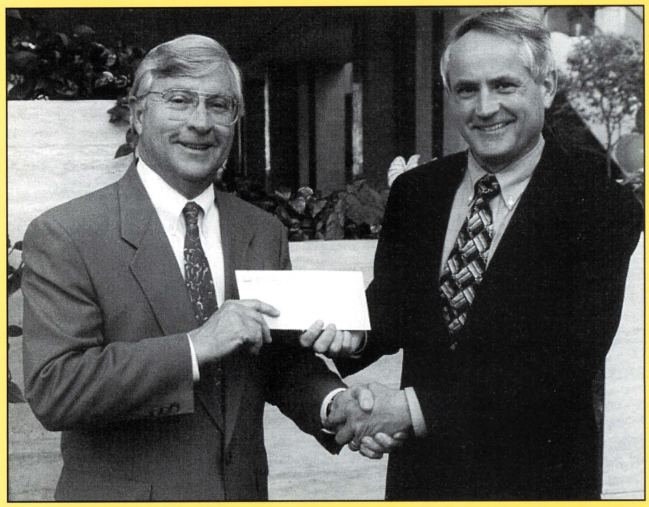
✔ AFTER-HOURS Q-ZAR LEVELS OLYMPIC PLAYING FIELD

Competition in Atlanta will be stiff when the Olympics come to town this month, but every athlete will be on equal ground when they enter the 20,000-square-foot Q-Zar laser tag facility built in the Olympic Village Residential Zone for the sole use of Olympians as a daily escape from the rigors of the summer games. These athletes will be the first to experience Q-Zar's new iQ system. "It is well worth our investment to be a part of this great event," said Q-Zar director of development John Cooke.

✔ FOREIGN TRADE MARKET

• The Asian Amusement Expo '96 in Hong Kong doubled in terms of exhibit space, jumping from 105 booths last year to 210 booths at this year's show co-sponsored by IAAPA and AAMA. There was also a nine percent increase in total attendance, with a broader scope of visitors from over 35 countries compared to 20 countries last year. Turn to "International Scene" for more on AAE.

• EXIME, the AAMA-sponsored trade show in Mexico, has been canceled. In order to maintain a presence in that market the association will instead host a one-day seminar and tabletop display Aug. 8. The seminar is set for Noon-3 p.m.; the exhibit 3 p.m.-9 p.m. For more information, contact W.T. Glasgow, (708)333-9292.



Jon P. Brady (l), president of Brady Distributing, presents a check to Michael Hooker, chancellor of the University of North Carolina at Chapel Hill, establishing a scholarship fund in Brady's name. Money for the fund was raised on Brady's behalf at the AAMCF Annual Appreciation Dinner in March where Brady was honored as 1996 "Man of the Year." Scholarship recipients will be judged on ability and financial need.

✔ WASHINGTON UPDATE

Dollar coin may be the only coin-op industry issue on the move in Washington during this political season. Having been included in both House and Senate budget resolutions this year, the issue packs even more clout than last year's near miss attempt to make it into the final budget. AMOA and AAMA are encouraging operators to make use of the current Susan B. Anthony dollar in an attempt to draw down reserves.

✔ ARACHNID DEBUTS OPERATOR PROGRAMS

Arachnid Inc. has introduced the BullShooter Dart Association designed to run leagues nationwide with the *Galaxy* dart game and modems to lighten the load of league administration duties, plus a new marketing tool--National Player Ranking--available to all operators using the Dartman 3 League Management Software. Look for more details in the August issue.

✔ ANNOUNCEMENTS AT SEGA GAMEWORKS, SEGA ENTERPRISES

Sega GameWorks, the new joint venture between Sega Enterprises Ltd., DreamWorks SKG, and MCA-Universal, has made the following personnel changes: Barbara Nappi, director of sales and marketing; Jim Welch, director of financial service; David Stroud, director of operations; Tony Maniscalco, Midwestern regional sales manager; Mike McHugh, manager of marketing and advertising: Kimberley Walman, vice president of operations; Rudy Lopez, director of finance, and Ray Hsieh is manager of operations. In addition, Howell Ivy has been named president of Sega Enterprises Inc. USA. The newest video from Sega GameWorks is *Gunblade N.Y.*, a fast-paced aerial combat game with 3-D graphics. Look for more on the game and the staff next month.

✔ VALLEY TO CENTRALIZE MANUFACTURING IN MICHIGAN

Valley Recreation Products, which recently merged with Tornado Table Sports, will consolidate both Valley and Tornado operations in Valley's Bay City, Mich., facility. "There is no timetable to make the move," said Scott Schroeder, vice president of marketing for Valley, "but it will happen at some point because it's just more practical to centralize our operations here." He indicated an offer was made to key Tornado employees to move to Michigan. In other Valley news, the company that has been so successful with the Valley National 8-Ball Association will turn its league promotion expertise to the Valley International Foosball Association, which will run parallel to the current Tornado foosball tour.

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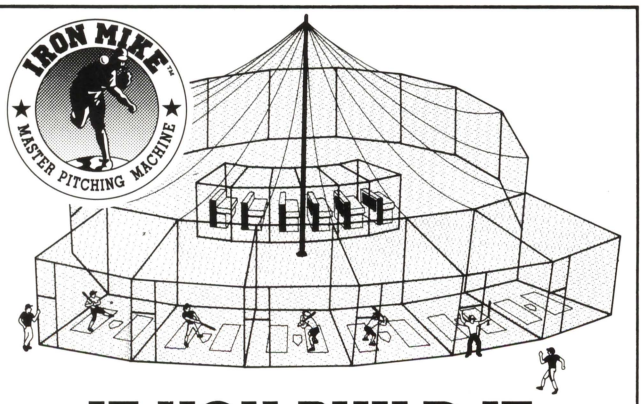

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64 FEC Focus: Laser Tag Part II

Associate Editor Steve White continues with the second installment in his series on laser tag systems. Based on reader inquiries by phone, fax, and e-mail, requests for data on laser tag outdistances those for all other segments of the industry. Fall trade show exhibit floors will be absolutely brimming with laser tag arenas and accessories.

78 AAE '96 in Hong Kong

"Megatrends in Asia" author John Naisbitt refers to Asia as an "emerging Colossus" of young countries with high literacy rates and immense population bases. The coin-op amusement industry recognizes this potential market (ask any manufacturer where most of its products are headed), as evidenced by the IAAPA/AMOA co-sponsored Asian Amusement Expo.

85 Specialty Equipment Catalog

From photo booths to giant gumball machines, specialty machines are getting a second look from operators. Erwin Goldstein of merchandise supplier Lions Novelties in New York says, "The industry has undergone a big change." On prizes he adds, "Customers are sophisticated and know if you are trying to take advantage of them. Give the best value for the money."

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Cover

The many faces of AGE: Winner-Every-Time cranes such as the *Snack Attacker* and *Challenger* head the list of successful products, joined recently by a variety of *Calling Card Depot* models that have universal application.

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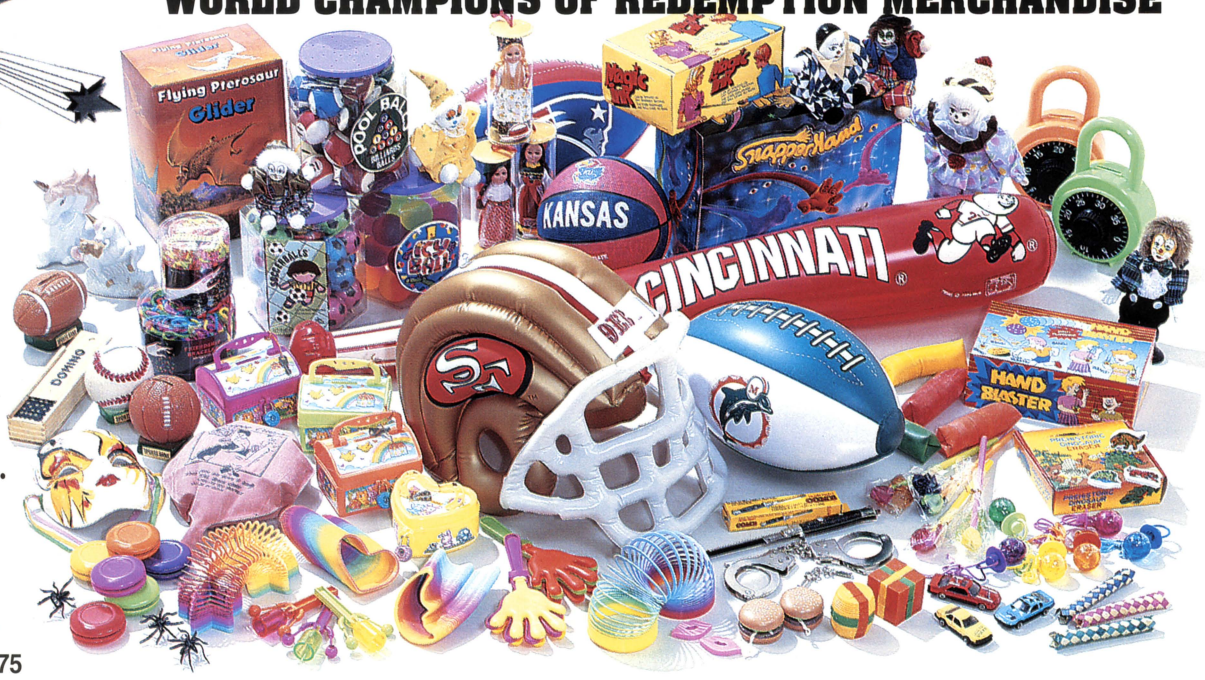

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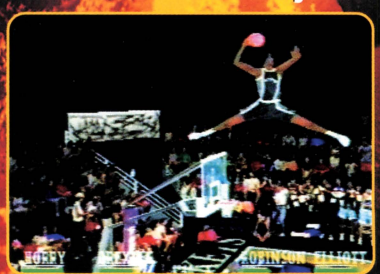

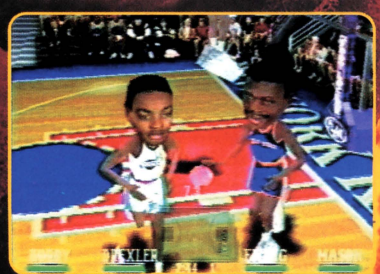

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Equipment Poll: is it hit or miss?

On receiving the May issue of Play Meter I turned to the Equipment Poll to see how *Smokin' Token* was doing. Needless to say, I was very disappointed that it had slipped from first place in January to number 14 in this (May) issue. The startling discovery prompted me to examine and compare polls of previous issues, and much to my amazement I found them to be quite erratic to say the least.

Here are only a few of my findings: for Coin Drop games, *Home Run Hitter* was number one in March and April, while it didn't appear in the May listing at all. The first five games in May were not even on the list in previous months. Similarly, in Novelty game listings, *Colorama* was number one in April and not on the list in March and May. For games to appear out of nowhere, become number one, two, or three, only to disappear in the following issues, tells me, and I imagine a few other readers, that your method of polling is somewhat lacking in accuracy.

I shudder to think that some operators might base their purchasing on the results of an opinion poll such as this. I suggest you analyze your system and come up with one that would add more faith and credibility to your magazine.

Ed Seidel, President
Seidel Amusement
Machine Co. Inc.
Albuquerque, N.M.

Dear Ed:

We understand your concerns. Input from industry veterans such as yourself is appreciated.

We have conducted an Equipment Poll for 20 years. It is always one of the highest rated parts of the magazine on our annual State of the Industry Survey. Even so, operator apathy is a stumbling block in getting the information we need. We would like to see more operators return their ballots on a regular basis. I've heard operators say they don't have the time, they are too small to count, etc.

Some months our returns are higher than other months, which accounts for the fluctuations you mentioned in your letter. If it happens we have a larger response from street operators in a given month, the redemption results may have a wider variance than usual. We have tried using several different criteria to accumulate the data. Our current method has proven to be the best so far.

Our poll is simple and straightforward. Color-coded ballots are mailed to our operator readers with postage-free envelopes for their return. We accept no faxes or photocopies. Recipients are asked to rate their games on a scale of one to 10, with 10 for superior earnings. The point value that appears on the chart is an average of the points assigned to the games by operators. The term "superior earnings" has a different meaning for different operators.

As you know, much of the number-gathering in the industry is subjective because no two operators and no two locations are exactly alike. Our poll has never purported to be the final word on any game. Readers must weigh their own circumstances when either reading printed polls or listening to fellow operators discuss their successes or difficulties with certain games.

We recognize that a variety of factors can have an impact on redemption game performance, from the type of facility to the type of prize merchandise to the attitude of management. These factors must be taken into consideration by the operators filling out the poll. We do not tamper with, nor do we question, an operator's game ratings.

Astute operators know that a poll is but one tool available to assist in evaluating equipment. If a game is rated number one, but is either too expensive or inappropriate for an operator's locations, the rating alone will not cause him to buy it.

We have compared the last six months of Coin Drop games, much as you did, and find that it is in May that a number of new games hit the charts. It is only natural that those new games are rated high at first because any new pieces in a game room garner more interest and more quarters. The staying power of the games is what's important. Subsequent charts will indicate whether these games have the staying power of Smokin' Token *and others that have dominated this category for the past year.*

When you look at the chart, we are sure you will agree that it has been pretty consistent until these new games became more widely distributed. (Smokin' Token *has appeared in the top five Coin Drop games for five out of the past six months and was number one in June.)*

–Editor

PLACE	DEC.	JAN.	FEB.	MAR.	APR.	MAY
1.	***Smokin'Token***	***Smokin' Token***	Super Wheel Em In	Home Run Hitter	Home Run Hitter	Chicken Dash
2.	Screamin Slopes	Super Rock-n-Bowl	Wheel Em In	***Smokin'Token***	Wheel Em In	Cut the Cheese
3.	Addams Family Values	Roll for Gold	***Smokin Token***	Screamin' Slopes	Pirate's Gold	Screamin'Slopes
4.	Home Run Hitter	Screamin' Slopes	Rock-N-Bowl	Wheel Em In	***Smokin' Token***	Wheel of Fortune
5.	Wheel Em In	Super Wheel Em In	The Mask	Aftershock	The Mask	Super Rock-N-Bowl
6.	The Mask	Home Run Hitter	Aftershock	Addam's Family Values	Aftershock	Coin Circus
7.	Coin Circus	Wheel Em In	Home Run Hitter	The Mask	Addams Family Values	The Mask
8.	Aftershock	Aftershock	Coin Circus	Coin Circus	Rock-N-Bowl	Wheel 'Em In
9.	Roll for Gold	Rock-N-Bowl	Roll for Gold	Rock-N-Bowl	Coin Circus	Aftershock
10.	Rock-N-Bowl	Addams Family Values	Screamin' Slopes	Goofy Hoops	Super Bank It	Sonic the Hedgehog

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Now where was I?

Now that I'm failing at keeping old man time at bay, I find myself saying things like, "What was I saying?" and "Where did I put that?" a whole lot more often. I've noticed that the kids are picking up after themselves more often, certainly not because my years of pleading are finally paying off. I realize it's because they know that if mom puts anything away, chances are slim she'll remember where she put it!

Valerie Cognevich
Editor

I vividly recall being on the receiving end of this mind slippage when I was a teen. My mom would admit she'd put whatever I was looking for someplace, but just couldn't remember where. I'd be so exasperated with her and couldn't for the life of me figure out how anyone could have his hands on an object, think about where to put it, then put it there, and promptly forget where it was.

I hope I never get old! was what I'd think. But, surprise, I am getting a little age on me and I am guilty as charged. I've been known to put the milk carton in the cabinet, find my glasses (can't live without 'em) in the refrigerator, and completely lose all sorts of items moments after putting them somewhere. I couldn't count how many times I've gone into another room only to realize I have no idea what the heck I'm doing there.

I've had people (OK, so it was my desperate kids and husband) suggest that I write myself notes to remind me of what I'm supposed to do. Yeah, right! I'd never see that note again, and it would only be one more thing to wonder where I put it. As if it was any comfort, my daughter said my Teflon memory was perhaps caused by too much information stored over the years. The theory, I suppose, is that your mind is like a glass and eventually gets filled to capacity. I'll grab at any straw!

Now that I've admitted that I'm getting a bit senile, I'd like for you to know that I can remember lots of things from 20 years ago! Of course, seldom do I need this information and probably never will, but it makes me feel a touch better to know that *Battlezone* was shown at the same AMOA that *Pac-Man* was introduced! It's comforting to be able to pull memories of Allied Leisure, Chicago Coin, Electra Games, Meadows Games, Ramtek, and Centuri out of my mind at will.

Just ask me about 1976, the year New York legalized pinball that had been outlawed for over 30 years!

As if it weren't bad enough that I can't remember where I stashed my checkbook, now I find I'm expected to recall things like e-mail numbers and know from one day to the next how to access the Internet. I read the perfect quote over the weekend in *Reader's Digest*: "I'm a squashed skunk on the information superhighway!" I intend to have it framed and hung on my wall at work. (My daughter tells me that I don't need the sign, everyone will know.)

Alright, now where was I? Oh, yes, things we'd like to remember but can't, and things we can't forget even if we try! All of you fellow skunks, it's time for us to check out the latest weaponry against age and do more than dodge cars on that superhighway of information. Baby boomers have power, experience, memories, and...and...well, I can't remember, but I know we have it.

If you can't remember what you had for lunch, or even if you had lunch, I'd like to chat with you. I know that I'll hear some really good stories from the time Stan Jarocki was with Electra Games and pinballs were still electromechanical. ▲

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Equipment Poll

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	GAME	MO. ON CHART	MO. IN TOP 10
1.	Daytona USA *(Sega)*	22	22
2.	Time Crises *(Namco)*	3	3
3.	Cruis'n USA *(Midway)*	20	20
4.	Alpine Racer *(Namco)*	7	7
5.	Attack From Mars *(Bally)*	3	3
6.	Area 51 *(Atari)*	7	7
7.	Megatouch IV *(Merit)*	2	2
8.	Manx TT *(Sega)*	3	2
9.	Golden Tee 3D Golf *(Incred. Tech)*	8	2
10.	Tekken 2 *(Namco)*	9	9
11.	Metal Slug *(SNK)*	1	*
12.	NBA Hang Time *(Midway)*	1	*
13.	Virtua Cop 2 *(Sega)*	7	4
14.	Indy 500 Twin *(Sega)*	3	*
15.	Sega Rally *(Sega)*	9	2
16.	Point Blank *(Namco)*	11	1
17.	Killer Instinct 2 *(Midway)*	4	2
18.	Theatre of Magic *(Bally)*	14	9
19.	Soul Edge *(Namco)*	4	2
20.	OutRunners *(Sega)*	33	20
21.	Solitaire Challenge *(Dynamo)*	24	10
22.	The Addams Family *(Bally)*	52	46
23.	Cyber Cycles *(Namco)*	9	4
24.	D&D Shadow Over Mystara *(Capcom)*	2	*
25.	Megatouch *(Merit)*	9	5
26.	Bust-A-Move Again *(Taito)*	6	*
27.	Lucky & Wild *(Namco)*	35	5
28.	Magical Touch *(Micro)*	5	2
29.	Tournament Solitaire *(Dynamo)*	8	1
30.	Marvel Super Heroes *(Capcom)*	7	1
31.	Suzuka 8 Hours 2 *(Namco)*	26	19
32.	Street Fighter Alpha 2 *(Capcom)*	1	*
33.	Who Dunnit *(Bally)*	5	1
34.	COPS *(Atari)*	14	1
35.	Crypt Killer *(Konami)*	3	*
36.	Indy 500 *(Sega)*	3	*
37.	Virtua Fighter 2 *(Sega)*	17	12
38.	Star Trek: TNG *(Williams)*	30	23
39.	Apollo 13 *(Sega)*	5	*
40.	World Cup Soccer *(Bally)*	24	18
41.	Ridge Racer *(Namco)*	24	9
42.	Striker, 1945 *(Worldwide)*	2	*
43.	Road Show *(Williams)*	19	11
44.	Killer Instinct *(Midway)*	18	12
45.	Run and Gun 2 *(Konami)*	1	*
46.	Mario Andretti *(Premier)*	2	*
47.	MK3 Ultimate *(Midway)*	7	3
48.	Big Hurt *(Premier)*	6	1
49.	Batman Forever *(Sega)*	7	2
50.	Virtua Cop *(Sega)*	16	11
51.	Congo *(Williams)*	3	*
52.	Ridge Racer 2 *(Namco)*	16	5
53.	Lethal Enforcers II *(Konami)*	26	5
54.	Bust-A-Move *(Taito)*	15	9
55.	Raiden II *(Fabtek)*	27	21
56.	T-MEK *(Atari)*	19	3
57.	D&D Tower of Doom *(Capcom)*	18	13
58.	Fighting Vipers *(Sega)*	4	1
59.	Open Ice *(Midway)*	6	1
60.	Tekken *(Namco)*	17	11

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Daytona USA *(Sega)*	9.07	1306
2.	Time Crises *(Namco)*	8.94	169
3.	Cruis'n USA *(Midway)*	8.87	1165
4.	Alpine Racer *(Namco)*	8.81	403
5.	Manx TT *(Sega)*	8.44	157
6.	NBA Hang Time *(Midway)*	7.58	49
7.	Virtua Cop 2 *(Sega)*	7.55	347
8.	Indy 500 Twin *(Sega)*	7.50	140
9.	Sega Rally *(Sega)*	7.50	381
10.	Killer Instinct 2 *(Midway)*	7.46	187
11.	OutRunners *(Sega)*	7.31	1465
12.	Solitaire Challenge *(Dynamo)*	7.26	957
13.	Cyber Cycles *(Namco)*	7.21	403
14.	Lucky & Wild *(Namco)*	7.07	1134

VIDEO KITS

1.	Area 51 *(Atari)*	8.50	390
2.	Megatouch IV *(Merit)*	8.50	111
3.	Golden Tee 3D Golf *(Incred. Tech)*	7.97	333
4.	Tekken 2 *(Namco)*	7.86	503
5.	Metal Slug *(SNK)*	7.67	50
6.	Point Blank *(Namco)*	7.50	347
7.	Soul Edge *(Namco)*	7.35	201
8.	D&D Shadow Over Mystara *(Capcom)*	7.20	73
9.	Megatouch *(Merit)*	7.17	447
10.	Bust-A-Move Again *(Taito)*	7.10	176
11.	Magical Touch *(Micro)*	7.00	191
12.	Tournament Solitaire *(Dynamo)*	7.00	183
13.	Marvel Super Heroes *(Capcom)*	6.96	290
14.	Street Fighter Alpha 2 *(Capcom)*	6.83	29
15.	Striker, 1945 *(Worldwide)*	6.29	33
16.	MK3 Ultimate *(Midway)*	6.17	284
17.	Bust-A-Move *(Taito)*	6.07	452
18.	Raiden II *(Fabtek)*	6.06	780
19.	D&D Tower of Doom *(Capcom)*	6.00	457
20.	Fighting Vipers *(Sega)*	6.00	123
21.	Open Ice *(Midway)*	6.00	126
22.	Tekken *(Namco)*	6.00	701
23.	Great 1000 Mile Rally 2 *(Kaneko)*	5.86	36
24.	Lethal Enforcers *(Konami)*	5.80	1591
25.	Raiden DX *(Fabtek)*	5.71	307

PINBALLS

1.	Attack From Mars *(Bally)*	8.72	163
2.	Theatre of Magic *(Bally)*	7.39	713
3.	The Addams Family *(Bally)*	7.25	2763
4.	Who Dunnit *(Bally)*	6.73	189
5.	Star Trek: TNG *(Williams)*	6.53	1419
6.	Apollo 13 *(Sega)*	6.52	176
7.	World Cup Soccer *(Bally)*	6.43	881
8.	Road Show *(Williams)*	6.27	634
9.	Mario Andretti *(Premier)*	6.23	46
10.	Big Hurt *(Premier)*	6.17	88
11.	Batman Forever *(Sega)*	6.15	124
12.	Congo *(Williams)*	6.12	45
13.	No Fear *(Williams)*	5.91	280
14.	Twilight Zone *(Bally)*	5.90	1111

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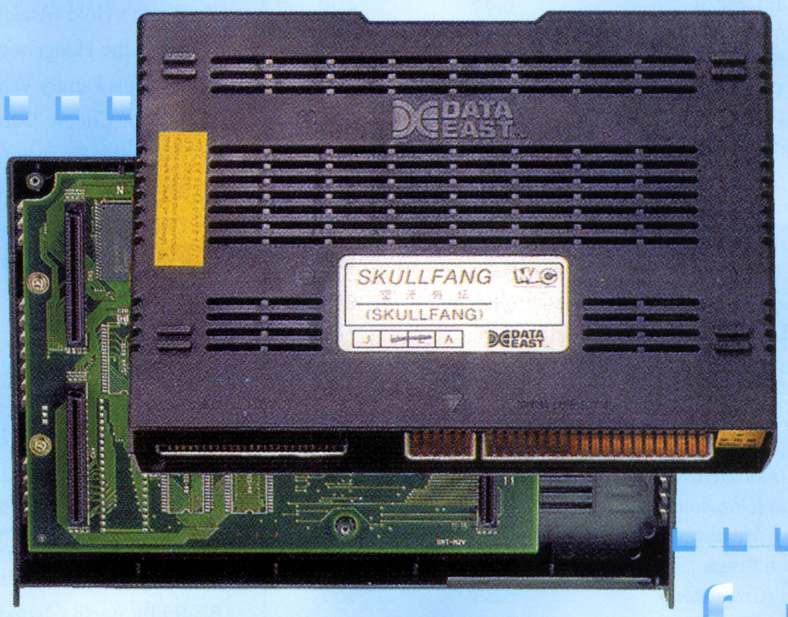

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Character Size	***16 x16***	8 x 8
Object Colors	***64***	16
3-D capability	***YES***	no
Color Palette	***65536***	32768
3 or 4 Players	***YES***	no
No. of CRT Screens	***2***	1
CG ROM Size	***384 Mb***	256 Mb

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Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Skee-Ball *(Skee-Ball)*	6.86	213
2.	Skee-Ball Lightning *(Skee-Ball)*	6.25	283
3.	Smartball *(Smart)*	5.64	46

SPORTS GAMES

1.	Hoop It Up *(Atari)*	7.33	332
2.	Full Court Fever *(ICE)*	6.90	188
3.	Shoot to Win *(Smart)*	6.58	208
4.	Full Court Frenzy *(ICE)*	6.17	78
5.	UB-QB Football *(Skee-Ball)*	5.87	77
6.	Rage in the Cage *(Fun Merchants)*	5.50	52
7.	Slugfest *(Williams)*	5.10	3
8.	Around the World *(UETD)*	5.00	132
9.	Hoop Shot *(Doyle)*	5.00	6

SINGLE COIN PUSHERS

1.	Jungle Jive *(Coastal)*	9.00	378
2.	Klondike/Gold Coast *(Fun Merchants)*	7.60	278
3.	Rock 'N Roll/Dino Valley *(Fun Merchants)*	6.50	583

SINGLE CRANES

1.	Action Claw *(Fun Merchants)*	7.20	121
2.	Clean Sweep *(Smart)*	7.15	257
3.	Big Choice *(Fun Merchants)*	6.95	174
4.	Jumbo Crane *(Grayhound)*	6.88	209
5.	Gift Box *(Fun Merchants)*	6.80	253
6.	Classic Watch Crane *(Smart)*	6.78	198
7.	Candy Shop *(Grayhound)*	6.33	157
8.	Candy Crane *(Smart)*	6.23	176
9.	Hollywood Crane *(Maxwell)*	6.22	26
10.	Skill Crane *(Grayhound)*	6.20	155

CHILD-SIZE GAMES

1.	1/2 Pint Frenzy *(ICE)*	7.00	235
2.	Shoot To Win! Jr. *(Smart)*	6.62	227
3.	Smart Toss Em *(Smart)*	6.18	160
4.	Bozo Basketball *(Design Plus)*	6.14	31
5.	Kiddie Whac-A-Mole *(Bob's Space)*	5.80	16
6.	Godzilla Wars Jr. *(Namco)*	5.75	13
7.	Skee-Toss B.C. *(Skee-Ball)*	5.69	1
8.	Li'l Dump the Ump *(Doyle)*	5.67	75
9.	Toss Em *(UETD)*	5.25	23
10.	Super Mario Mushroom *(Premier)*	5.00	38

ROLL DOWNS

1.	Spin To Win *(Acclaim/Lazer-Tron)*	7.25	245
2.	Clown Roll Down *(Bay Tek)*	6.50	109
3.	Quackers *(Seidel)*	6.00	23
4.	Roll Down *(Bay Tek)*	5.50	22
5.	Rock N Roll *(Bay Tek)*	5.25	15

REDEMPTION

COIN DROP GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Wheel 'M In *(Bromley)*	8.18	347
2.	Wheel of Fortune *(Fun House)*	7.25	106
3.	The Mask *(Data East)*	7.20	248
4.	Aftershock *(Acclaim/Lazer-Tron)*	7.17	256
5.	Smokin' Token *(Seidel)*	7.17	309
6.	Home Run Hitter *(CCI)*	7.00	262
7.	Pirate's Gold *(Acclaim/Lazer-Tron)*	6.67	87
8.	Sonic the Hedgehog *(Sega)*	6.60	63
9.	Addams Family Values *(Midway)*	6.33	123
10.	Cut the Cheese *(Sega)*	6.33	80
11.	Pharoah's Fantasy *(Acclaim/Lazer-Tron)*	6.33	21
12.	Screamin' Slopes *(Midway)*	6.33	183
13.	Rock-N-Bowl *(Bromley)*	6.25	163
14.	Coin Circus *(Am. Sammy)*	6.00	82

NOVELTY

1.	Colorama *(Bromley)*	8.75	295
2.	Cyclone *(ICE)*	8.73	410
3.	Flip N Win *(Planet Earth)*	8.50	195
4.	Pop-A-Slot *(Coastal)*	8.00	149
5.	Dinoscore *(Planet Earth)*	7.86	363
6.	Cyclone Jr. *(ICE)*	7.25	51
7.	Flingshot *(Planet Earth)*	7.20	218
8.	Ribbit Racin *(Acclaim/Lazer-Tron)*	7.09	286
9.	Robo-Bop *(Coastal)*	7.00	168
10.	Simple Simon *(Am. Sammy)*	7.00	75
11.	Miner's Revenge *(Acclaim/Lazer-Tron)*	6.75	31
12.	Bouncing Bandits *(CCI)*	6.67	76
13.	Spider Stompin *(Jaleco)*	6.60	221
14.	Feed Big Bertha *(Smart)*	6.59	134
15.	Wacky Gator *(Data East)*	6.00	81
16.	Big Mouth *(Meltec)*	5.82	34
17.	Dump the Ump *(Doyle)*	5.57	27
18.	Pop-A-Ball *(Coastal)*	5.53	42
19.	Hop-A-Tic-Tac-Toe *(Data East)*	5.53	15
20.	Hungry Hungry Hippos *(ICE)*	5.50	11
21.	Dino Rally *(Bromley)*	5.33	149
22.	Killer T-Rex *(Smart)*	5.25	115
23.	Whac-A-Mole *(Bob's Space)*	5.14	1
24.	Cracky Crab *(Namco)*	5.00	22
25.	Double Cheese *(Midway)*	5.00	55
26.	Pogger *(Acclaim/Lazer-Tron)*	5.00	*

Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) **Indicates new or reappearing games.*

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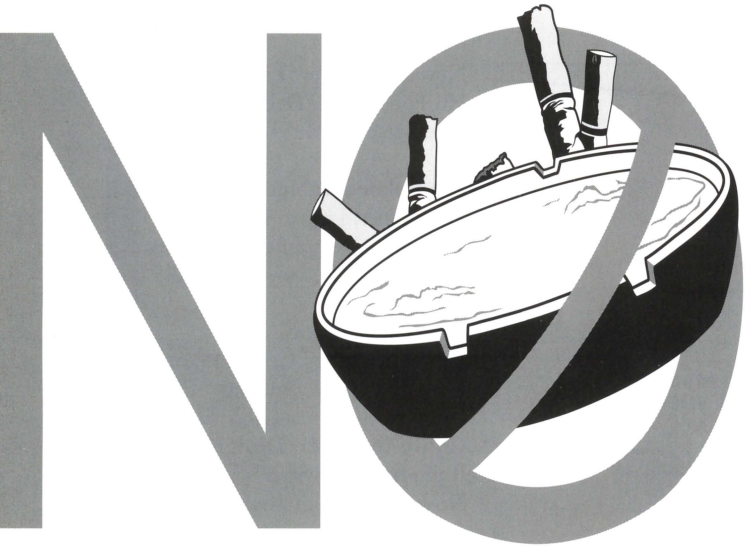
Government study clears the air while vending ban lingers



A recent study by the Center for Disease Control (CDC) in Atlanta, Ga., may give operators of tobacco vending machines more ammunition to fight off a proposed ban by the Food and Drug Administration (FDA). Both organizations fall under the Department of Health and Human Resources.

The study, released in late May by the CDC, says that less than two percent of underage smokers purchase cigarettes from vending machines and concludes that a ban on such devices would have "little or no effect" on teenage smoking habits.

"I think we've got a good position," said Terry Davis of T.D. Rowe Corp. in Houston, who heads the AMOA Tobacco Committee. "The federal government is now saying what we've been saying all along."

Davis also cited the fact that the number of cigarette vending machines has fallen from 785,000 to 400,000 in the last 12 years. An AMOA study also reveals that 91 percent of machines are in age-restricted locations or are equipped with a lock-out device.

However, this news comes on the heels of an announcement by the nation's largest tobacco company, Philip Morris, which said banning vending machines would be acceptable so long as the FDA were not given the authority to regulate tobacco as a drug.

"The vending industry has pretty much cleaned up our act," Davis said. "That's why it's so frustrating what Philip Morris has done. We need to get our point across."

On the national level, AMOA intends to take its case to Health and Human Services Secretary Donna Shalala as well as members of the Congress. Davis and other AMOA officials are also encouraging operators to contact their own Congressmen in an attempt to speak for the vending industry.

In a letter to Philip Morris president James J. Morgan, Davis wrote: "We sincerely doubt your suggestion will have any significant impact on youth access. Instead, it will accomplish putting 10,000 employees from our industry out of work. (We do not expect Philip Morris to fight our battles. However, we had hoped you would not work blatantly to help in our demise.)"

Davis also wrote that Philip Morris' announcement was perceived by vending operators as an attempt to scapegoat the 1.4 percent of the company's sales attributed to vending machines in order to save the other 98.6 percent.

When contacted last month, Davis said he had received no reply from Philip Morris. "If they were concerned about us they would have contacted us beforehand," he said. Calls to Philip Morris from Play Meter went unanswered.

The Philip Morris announcement received less fanfare

See Government Study continued on page 18

Data East restructures

Data East has announced a restructuring of its coin-op game division that includes both video and redemption products.

Because of the reorganization several employees will be leaving the company: Mike Kubin, general manager of the coin-op amusement game division; Drew Maniscalco, sales manager; and Steve Novak, production manager. Data East expressed deep appreciation for their past efforts and wished them well in the future.

Staff members who will remain and continue to support all services relating to the coin-op game division are: Max Fujimoto, sales; Theresa Rivas, customer service; Sam Jung, field service; and Marvin Long, shipping.

Mr. Hiro Seike, executive manager of Data East Corp. Japan, has been appointed to head the U.S. market operations from Japan. Seike is currently in negotiations with Fabtek Inc. for the sales and marketing of future Data East products.

All future correspondence and inquiries should be directed to the company's California office: 1850 Little Orchard St., San Jose, CA 95125; (408) 286-7080; fax (408) 971-0722.

Data East USA Inc. is a wholly-owned subsidiary of Data East Corp. of Tokyo, Japan, and will continue to be an active supplier of coin-op video and redemption games as well as a third-party licensee of software for Nintendo, Sega, and Sony consumer systems.

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Government study

continued from page 16

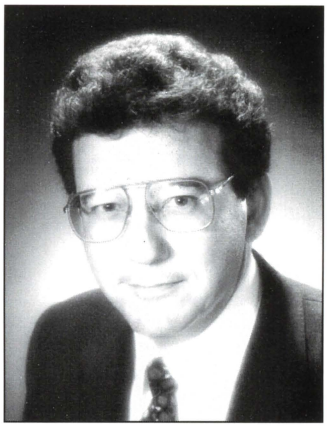
than expected coming on the same day Sen. Bob Dole declared his intention to resign for the Senate and campaign full time for the presidency.

At the time of the announcement only one other tobacco company, U.S. Tobacco, expressed support for the move, according to Washington-based AMOA government relations manager Laura Olson. R.J. Reynolds issued a statement diplomatically disagreeing with Philip Morris' position.

Olson also said that, ironically, there is little chance legislation reflecting the company's proposal would be passed because it doesn't go far enough for tobacco opponents.

In a press release issued in response to Philip Morris' announcement, AMOA headquarters reiterated its position that either an AMOA representative or one from another national vending trade association would be the most appropriate person to speak for the industry.

"There is a misconception among many that Philip Morris and other manufacturers own cigarette vending machines," the statement said.



Terry Davis

While the FDA proposed a ban on cigarette vending machines last year and has received public comments on the move, the agency has yet to publish a revised set of regulations that would put such a ban into effect.

Setting the record on vending straight

(Editor's note: The following is a letter sent by AMOA Tobacco Committee Chairman Terry Davis to The New York Times *in response to an editorial published in that paper)*

May 31, 1996

Mr. Joseph Lelyveld
Executive Editor
The New York Times

Dear Mr. Lelyveld:

Although your comments regarding "The Deal Offered by Philip Morris" were on the editorial page, they did your readers a disservice due to the omissions and factual errors included therein. These errors are listed below:

1. Very few underage smokers purchase cigarettes from vending machines. You referred to the recent study by the Center for Disease Control, but failed to mention that the study found only two percent of underage smokers purchased their cigarettes from vending machines. The study further stated that "a ban on such machines would have little or no effect on teenage smoking."

It seems incredible that your paper and the President would call for such a ban in light of this recent report. Surely you have an editorial obligation to your readers to explain why you would cite this study and fail to acknowledge its recommendations.

2. Big Business does not own vending machines. According to AMOA, the 400,000 cigarette machines in America are owned by approximately 6,500 independent vending operators. The average vending operator has less than 10 employees, thus can hardly be classified as big business. Philip Morris owns no vending machines and has no right to make a deal regarding these machines.

3. Vending machine operators support access restrictions. The AMOA and its membership has long supported regulations that limit access to cigarette machines and has worked closely with local and state governments to achieve such limited access. Due to the close work between AMOA members and local governments, the number of cigarette vending machines has declined from 785,000 in 1984 to 400,000 in 1995, with 91 percent of these machines already in age restricted locations. Our industry's goal is 100 percent restricted access by the end of 1996.

4. Banning cigarette vending machines will not lower teenage smoking. There is not one study to support the notion that teenage smoking is linked to cigarette vending machines. For example, from 1993 to 1994 the number of cigarette vending machines declined 17 percent while the number of teenage smokers increased three percent. People were put out of work with no positive impact!

5. Controlling access to cigarette vending machines by minors is possible. A recent independent testing group monitored cigarette vending machines in Dallas, Texas, a city with reasonable legislation and found 100 percent compliance with the law. Similar results have been found and documented in many other communities across America.

Reasonable people have always been able to achieve reasonable results, if they have facts!

Although big business in America may have given up the concepts of reason and mutual respect, we in the vending industry have successfully maintained those concepts and stayed out of the big business loop. Suddenly we find ourselves the target of a campaign based on misinformation. Because we are small, independent business people, we are unable to mount an equally aggressive counter-campaign.

There are a lot of decent, hardworking, law abiding citizens in the vending industry, and it is frightening to see Big Government, Big Business, and Big Media chew us up and spit us out for the sake of "good press." Where do the little guys in America go for help? It used to be the government or the press.

Sincerely,
Terry Davis
Chairman and President
T.D. Rowe Corp.
Houston, TX

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Operator call prompts check on Wal-Mart policies

In mid-June an operator called claiming he had been notified that the Wal-Mart store chain was choosing one company to be its authorized national vendor for its crane operations. His crane account was canceled and Sugarloaf Creations put in his place. He said losing this crane account would mean a great loss of revenue and cause him to reduce his staff by three employees.

In addition, he claimed that the chain had a policy that required every vendor to supply a deluxe video simulator for every store whether the revenue warranted its placement or not.

Play Meter contacted David Graham, head of the Wal-Mart's Other Revenue Department, for comment. Graham said the company has at least 115 crane operators and close to 500 total outside vendors nationwide. "Wal-Mart doesn't give exclusives to vendors. That's not good business."

He said the company evaluates operators on an account-by-account basis, taking into consideration past performance and the quality of equipment, among other factors. "We make changes on a monthly basis," he said. (Graham also said the operator in question was still a major player in supplying video games).

Sugarloaf, according to Graham, had been operating in a number of locations for several years with a high level of success. "Sugarloaf has done a good job in some locations and we'll see what they do in others."

On the question of providing high-end simulators, Graham said only that the company liked to work with one operator for all coin-op equipment in each location. "I would like to have one vendor who can do everything. We're always going to have some do that and some that can better specialize in one area like Sugarloaf or Just Kiddie Rides."

Play Meter also contacted Sugarloaf president Jerry Lapin in Boulder, Colo. The company, which started in 1987-88, is a wholly-owned division of American Coin Merchandising, the only publicly held company in the crane business and the largest in this field, according to Lapin.

"We have close to 7,000 cranes strictly in the United States," said Lapin. "They are in Wal-Mart stores, Kmart stores, and other mass merchandisers; super markets; and bowling alleys. We do not normally go into theme parks and arcades, that is not our area of operation."

Sugarloaf uses Rainbow cranes and buys prize merchandise directly from factories in China as well as through established supply companies. Approximately half of the locations in the system are franchisee operations, half are company-owned.

Fun Expo programs target coin-op

Organizers of the Fun Expo have created several new programs in response to data gathered in a spring survey of coin machine operators and distributors: regional referrals, show tour opportunities, lower priced seminars, and a Coin-Op Connection cocktail party sponsored by Play Meter.

The survey revealed that coin-op attendees come to the fall event not only for new product information but also to learn more about existing FEC customers and to reach new customers.

Show manager Bailey Beeken said, "Many distributors and operators are involved in the FEC and recreation businesses either as partners, owners, or providers of equipment. FEC owners and potential owners who come from outside the coin-op industry are sometimes uncertain about the role of distributors and operators, and the relationship they need with these important segments of the industry."

She added, "We want to see FEC owners and potential owners meet distributors and operators who can best service their needs, and start establishing mutually profitable relationships."

Registrants at this year's show may sign up for a referral program, at no charge, through which Fun Expo will refer buyers in their region to them as a source for free exhibit passes. Fun Expo will assist participating operators and distributors who wish to offer tours of the show to individuals or groups, be they fun center owners, developers, or other recreational businesses in their region.

The Play Meter-sponsored Coin-Op Connection cocktail party will kick off the event on Wednesday, Oct. 9, 5-6:30 p.m. The show runs until Oct. 12 at the Sands Expo Center in Las Vegas, Nev.

Seminars have been revamped to reflect an interest in all-inclusive programs that operators and distributors can either attend or recommend to clients. Fun Expo will include 25 general industry sessions in its Fun Pass ($35 per person in advance, $20 for IAFEC members).

Notable sessions are: "Viva La Coin-Op Revolution: Change is Good!" featuring league and tournament play; "High Tech 2001: Visionaries Speak;" "Merchandise Management: Controlling Profit & Loss;" "Laser Attractions;" "Small Rides = Big Profits at Your Center;" "Interactive Sports;" and "International FECs: Gaining in the Translation."

Meetings for developers and limited attendance forums for top management of existing centers will be offered before the show opens (at an additional charge).

Fun Expo '96 will be the only amusement trade show in the West this year. The schedule of activities will include a Thursday Night Family Fun Industry Blow-Out poolside at the Hard Rock Cafe and the annual IAFEC Silent Auction and Friday night Golden Token achievement awards and reception.

For more details, contact Beeken or Michelle Leberfeld, director of attendee programs, (914) 993-9200; fax (914) 993-9210.

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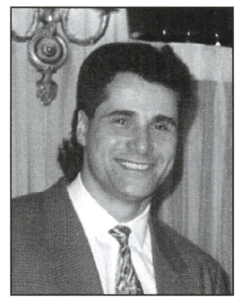
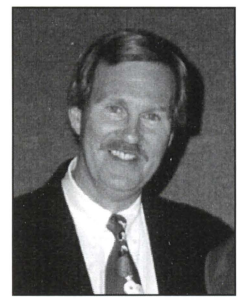
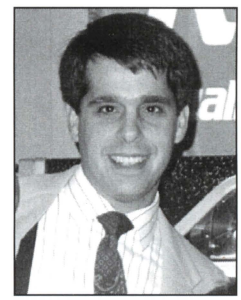
AAMA announces board of directors, officers

The American Amusement Machine Association has re-elected current president Rick Kirby to serve another term on the board of directors. Joining him on the board for the coming term, which expires in 1999, are David Capilouto of Greater Southern Distributing and Frank Cosentino of Namco-America.

Additionally, John Gatens of Southgate Amusement and Vending was elected to fill a board seat left vacant by Mike Taylor following the acquisition of Atari by Williams Bally/Midway. Gatens seat will expire in 1998.


Frank Cosentino


Rick Kirby


David Capilouto

Chosen to serve as board alternates were Dave Courington of Valley Recreation Products and Ralph Coppola of ICE. Prior to the election, Kirby presented outgoing board members with plaques thanking them for their service. Board members whose term expired this year were Kirby, John Blouin of James Industries, and Frank Ballouz.

Members remaining on the board are Rich Babich of Colorado Game Exchange, Ron Carrara of Acclaim Coin-Op Entertainment, Joe Dillon of Williams Bally/Midway, Skip Doyle of HIGA Development Co., Frank Gumma Jr. of American Vending Sales, Steve Koenigsberg of State Sales and Service, John Margold of NSM-America, Mike Rudowicz of Konami America, Joe Sladek of Skee-Ball Inc., Al Stone of Sega Enterprises USA, and Mark Struhs of Dynamo.

The slate of officers will remain the same as last year with Kirby serving as president, Gumma as vice president, Babich as secretary, Carrara as assistant secretary, Stone as treasurer, and Struhs as assistant treasurer. Koenigsberg will remain on the Past President's Council.

The American Amusement Machine Charitable Foundation also held elections, naming Bill Cravens of Bulldog Amusements and Koenigsberg to its board of directors. Re-elected members joining them on the board are Ballouz, Gumma, Jerry Marcus of Atlas Distributing, Margold, and Joe Robbins of Sega Enterprises.

The slate of officers unanimously elected by the new board were Koenigsberg, president; Margold, vice-president; Marcus, secretary; and Gumma, treasurer.

"We have a good group of people running AAMCF this year," said the group's executive director Bob Fay. "By combining the old with the new, we are sure to get a fresh perspective on things without ruining the continuity of the foundation."

Area 51 secret room contest extended

Operation Shootout, Atari Games *Area 51* secret room contest has been in full swing for the past several months, with players across the country searching for the entrances to the wild hidden rooms scattered throughout the game. Because of this success, the deadline for entering has been extended to Sept. 1.

This deadline extension will allow more players to enter the contest, spending more time searching for the rooms and adding more money to the cashbox. In addition to extending the deadline, Atari has made the contest even easier to enter. All players have to do is send (via regular or electronic mail) a list of all 14 secret room entrances.

"The reason for the deadline extension is simple: we want every operator, including those just now getting new or additional games, to benefit from the *Area 51* contest," explained Mary Fujihara, vice president of marketing. "Operators who have actively promoted the contest report additional interest in the game and higher earnings. We want to encourage everyone to display the contest poster and tip sheet to further catalyze player interest."

Secret clues are easy to come by. Atari has distributed player tip sheets, and the *Area 51* World Wide Web site (http://pathfinder.com/twi/area51) is also full of clues. In the first two months following the sites debut over 100,000 hits have been logged.

A number of great new prizes have been added as well, including leather and wool varsity jackets and embroidered baseball caps. Previously announced prizes were an *Area 51* arcade game, T-shirts, custom collector pins, and dog tags.

According to Atari, operators should also note that a segment of the upcoming summer movie "Independence Day" from Fox will take place at *Area 51,* the secret air base in Nevada that provides the setting for the game.

For information about the contest, contact Derryl DePriest at (408) 434-3799.

Capcom announces new 3-D video

Capcom Entertainment recently announced three new releases for the home, including its first 3-D fighting game *Star Gladiator* which first will debut as an arcade model game this month.

With a reputation for delivering high-quality 2-D fighting games, Capcom will enter the 3-D market this month with this futuristic fighting game in which the player can choose from 10 characters and go head-to-head with some of the galaxy's most powerful fencers.

Star Gladiator represents a significant milestone as the company's first arcade game originally developed on the Sony PlayStation. The home version for the PlayStation is scheduled for release in the fourth quarter of this year.

"As technology moves forward into the 3-D world, Capcom is poised and ready to meet the challenge of competing in this new market," said Greg Ballard, president of Capcom Entertainment.

Capcom is also releasing two previous arcade hits for the home market, *Street Fighter Alpha 2* and *Marvel Super Heroes*. The games will be released in the fourth quarter of this year for both the Sega Saturn and the Sony PlayStation.

NSM-America introduces parts booklet

In an ongoing effort to assist its distributors in providing timely after-sale support for its operator customers, NSM-America recently introduced a comprehensive spare parts manual to its North American distributors.

The two-volume booklet provides NSM's distributors with a detailed spare parts listing of the 20 jukeboxes manufactured by the company since 1980. This includes all jukebox models from NSM's ES II vinyl technology jukeboxes up to and including its current ES 5.1 CD technology.

For each of these jukeboxes, a drawing and listing of the outside cabinet parts, as well as detailed diagrams of the major components, is included. In addition, sections for the distributor pricing and NSM parts department correspondences are included as well. The modular design of this two-volume binder allows for easy updates and additions as needed.

NSM's longtime parts manager Orlando Marrero, who has been with the company for 10 years, expressed enthusiasm over the introduction of these new materials. "Over the years, we've tried to improve the quality of our parts and services manuals. By creating this comprehensive parts volume, NSM-America has given our distributors one place to go when they have any questions regarding spare parts for our jukeboxes.

"With the number of different products a coin-op distributor has to work with on a daily basis, we feel that providing them with these materials will make fulfillment of their customers' needs relatively easy."

This excitement is also shared by the company's distributors. "In the past a request for NSM spare parts often required a phone call to NSM-America to confirm the part number and/or pricing," said Lou Postglione, parts manager at Mondial Distributing. "Having a comprehensive booklet with pricing at my fingertips, I can answer my customer's questions immediately. It allows me to service them more efficiently and makes my job a little easier."

JCM accepts settlement

JCM has reportedly agreed to a conditional settlement in a suit filed against its former president Wayne D. Bozeman and several other agents and employees of the company.

However, pursuant to the terms and conditions of the agreement, the details of the settlement will remain confidential, according to JCM.

"JCM is grateful for the support given our company by so many of our friends, vendors, and affiliates since the matter began," said JCM marketing manger Paige Gamble. "We can now put this matter behind us and move forward with new products such as our World Bill Acceptor and technical service that we believe is the best in the industry."

Alpine Treat

Virgin Atlantic Airways has added one of Namco's *Alpine Racer* games to the array of luxurious facilities available to upper class passengers at its Heathrow Clubhouse Lounge at the London airport. Airline chairman Richard Branson took the simulator for a recent test while professional golfer and former Masters champion Ian Woosnam looked on.

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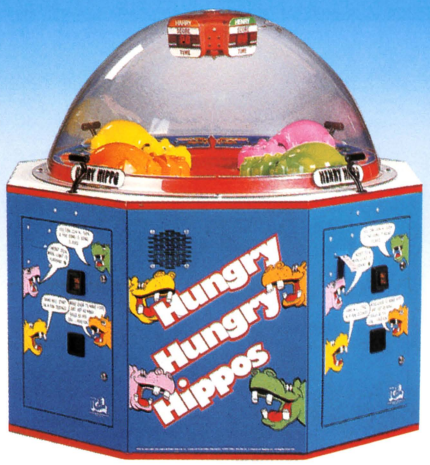

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AAMA to host first amusement show in India

The American Amusement Machine Association's Board of Directors unanimously voted to organize a trade show for the India market to be held next year.

According to AAMA, the proposal stems from the success of the recent AAMA Trade Mission to this country. The show has been scheduled for Feb. 26-27, 1997, at the Taj Palace Hotel in New Delhi. Co-sponsoring the 40-booth, hotel venue show will be the American Embassy Foreign Commercial Service in India.

"Based on the success of our recent Trade Mission to this country, we are very excited to further pursue our business relationships in this market," said AAMA executive director Bob Fay. "The potential in this market is unbelievable."

Representatives from AAMA member companies joined Fay earlier this month traveling to both New Delhi and Mumbai to feel out the potential for coin-op business. AAMA Foreign Business Development co-chairmen Ron Carrara and Tom Kane, who were part of the traveling contingent, responded positively to the venture.

"We are very excited that things went so well on this mission and we are even more excited about the possibilities that lie ahead for our industry in the India market," they said in a joint statement.

Added AAMA president Rick Kirby: "Our Foreign Business Development Committee is constantly seeking out new ways to expand our industry into new markets. We are very supportive of this and any other venture which could prove to be profitable for our members."

Booth space for this show will be sold through W.T. Glasgow Inc. For more information, contact them at (708) 333-9292.

Great Amusement Emporium celebrates 25th anniversary

The Great Amusement Emporium of Englewood, Colo., celebrated its 25th anniversary this year, marking a quarter century as a supplier of parts and accessories to the amusement, gaming, vending, and billiards industries.

The firm uses a 400 plus-page catalog to sell thousands of items covering all aspects of the business. Catalogs are available to qualified operators and distributors by calling (800) 525-7059 or faxing (303) 790-0746. International companies can call (303) 790-0885.

Challenges, Champions consolidate management

The principals of Recreational Concepts and Champions Amusement Centers have announced a consolidation of the management of both companies into Entertainment Management Services Inc. effective this month.

Key people from both organizations will manage the Challenges and Champions stores, and the companies will maintain their respective trade names.

Challenges was founded by Alan Bruck in 1986; he was joined by Jim Ginsberg as a partner in 1987. The company is headquartered in Huntington Valley, Pa. Champions was founded by Frank Ash and Tom McAuliffe in 1987.

Both companies have been active in enclosed mall game rooms and operate a combined total of 25 locations. The new management company will be headed by Ash with McAuliffe managing the operation. As director of development, Bruck will oversee purchasing and expansion opportunities. Ginsberg will assist in the latter.

EMS Inc., as the company will be known has plans to move to Conshohoken, Pa. in a consolidated facility. The new company will maintain its position in regional malls while seeking other amusement venues for joint expansion of the operation. According to a company statement, this move improves the business' financial position and strengthens its competitive position for new projects.

Gaming Show

Play Meter's Randy Fromm (l) and JVL's Mort Ansky take a look at Cash Code's bill acceptor at the '96 International Gaming Business Expo in Las Vegas, Nev.

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COMMITMENT TO CUSTOMER SATISFACTION GUARANTEE

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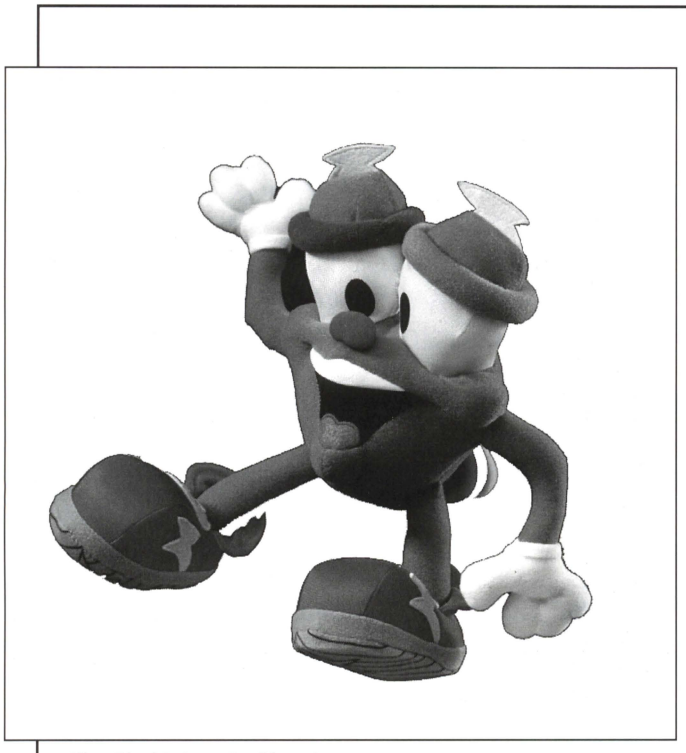

King Plush's Izzy, the Olympic mascot.

Olympic spirit shared by amusement companies

With the coming of the Olympics this summer people from across the country have been infected with the spirit of the games, including staff members at both King Plush and JCM, two companies looking to join the fun.

While Izzy, the loveable blue mascot of the games, may not win any gold medals, he's already setting records in retail merchandising. Izzy-themed toys, pins, casual clothing, and stuffed animals are available everywhere, including skill cranes.

King Plush is supplying the little guy with the big sneakers in four sizes, including the 11" model with adjustable arms and legs. For more information, contact King Plush at (800) 473-3402.

JCM has been contracted to equip all food service areas at the summer games with its Model G3700 Electronic Cash Register. The contract was negotiated with ARAMARK Leisure Services, the concessionaire that will handle food services.

In addition, JCM's cash registers have been installed at Fulton County Stadium, home of the Atlanta Braves, and Boston's Fenway Park. JCM can be reached at (201) 334-3500 or (800) 683-7248.

Midwest Amusement to handle Taito parts

Yoshi Nakanishi, president of Midwest Amusement Corp., recently announced that his firm will take over all parts supply for Taito America Corp. The company will also be able to support some technical matters if needed.

Heading up Midwest's parts division will be John Pipp, formerly parts manager and sales representative for Taito. Shane Takahashi, formerly in charge of technical services at Taito, will be responsible for technical support.

Pipp or Takahashi can be reached at (847) 364-7722; fax (847) 364-7724.

Upcoming state shows

•The Pennsylvania Amusement and Music Machine Association will hold its annual convention July 26-7 at the Seven Springs Mountain Resort. Included on the agenda are seminars, a golf outing, equipment exhibits, entertainment, awards, and much more. To learn more, contact PAMMA at (800) 521-7778 or (717) 232-5322.

• The Wyoming Wholesalers and Coin Operator Association will hold its convention Aug. 15-17 at the Snow King Resort in Jackson, Wyo. For more information, contact Tom Jones, executive director of WWCOA at (307) 635-8524; fax (307) 635-1911.

J & J on the move

J & J Amusements, which manufactures go-karts and bumper boats, informs its customers that the company has recently moved into a new, larger facility to meet continued demand for its products.

The company's new address is 4897 Indian School Road N.E., Salem, OR 97305; (503) 304-8899 or (800) 854-3140; fax (503) 304-1899.

Home Entertainment update

• 3Dfx Interactive recently announced a number of developments involving its 3-D graphics chipset, Voodoo Graphics, including a new breakthrough in performance.

According to the company, Voodoo Graphics has achieved an industry breakthrough of over one million texture-mapped triangles per second on a Pentium PC, thereby enabling a new class of 3-D games for both the coin-op and PC markets. The company has also announced a flood of developer support for its 3-D accelerator. To date over 75 developers have joined with the company.

•Paradigm Simulation has been selected by Nintendo to provide turnkey game development bundles for Nintendo 64 home video game publishers and developers. Paradigm's goal is to provide game publishers and developers with a one-stop shop comprised of state-of-the-art creation tools, comprehensive training programs, and a single point of contact for developer support.

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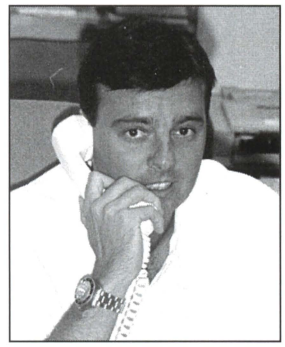
Benchmark names Renaud

Benchmark Entertainment LC has named Stephan J. Renaud as its sales manager. He will be responsible for all domestic sales in the United States. The company's Al Kress will continue to handle export sales.



Stephan Renaud

Prior to joining Benchmark, Renaud was the national sales manager for Azbar Inc., a manufacturer of liquor control systems. Before that he was the international sales manager for Electro Games in Thetford Mines, Quebec.

Renaud and Kress can be reached at (954) 781-8080; fax (954) 781-7900.

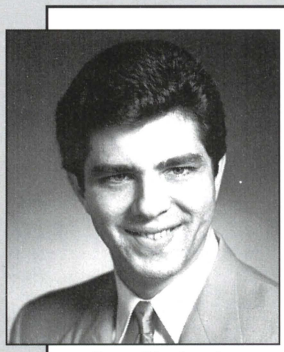
Williams' game test too early to predict

Although premature reports have appeared on a Williams Bally/Midway test of networked video games, the company's promotions and media relations manager Patrick Fitzgerald said "it is too early to announce any plans."

Fitzgerald explained: "We are in a test situation with *Ultimate Mortal Kombat 3* games in some locations in Chicago. We are monitoring the success of the games and testing out different scenarios for networked play.

"We don't want anyone to get excited until we know what we're going to do with it. We will likely be trying it with additional games." He did not reveal which other games would be tested.

Williams Bally/Midway is the only company that has worked with AMOA on its National Amusement Network Inc. (NANI) video game network system with an extensive test period last year in Kansas and Ohio involving *NBA JAM Tournament Edition*. The national association has invited all manufacturers to participate in NANI.



Drew Maniscalco

Capcom appoints Maniscalco

Capcom Coin-Op Inc. has appointed Drew Maniscalco to be its Eastern regional sales manager.

The announcement came from Capcom's national sales manager Ron Malinowski, who commented: "Drew is a very likable individual who has a broad background in our business working at Nintendo, Sega Pinball, and most recently Data East. He is just the individual we have been looking to fill this position. We are most pleased that he has joined us. His professionalism and experience are a welcome addition to our organization."

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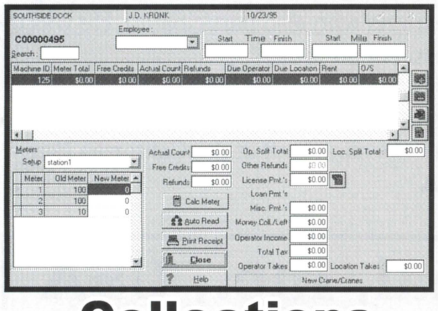
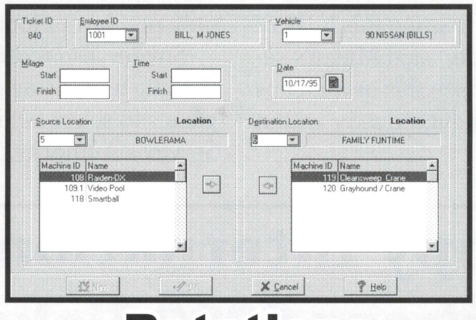
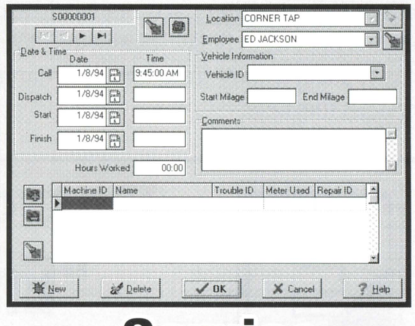


Collections



Rotations



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Mitsui and Falconer sign distribution agreement

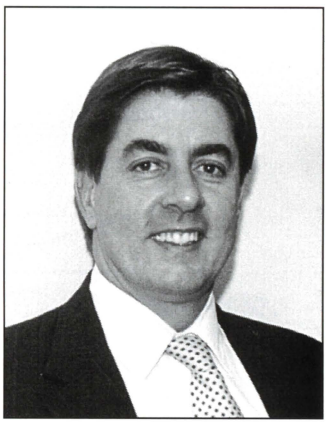
Mitsui & Co. U.S.A., a subsidiary of Mitsui & Co. Ltd., and Falconer Entertainment Group have signed a letter of intent to establish a master distribution agreement concerning location-based entertainment throughout the Pacific Rim.

The former company is one of the world's oldest trading concerns with an office in Los Angeles; the latter is an LBE and corporate communications firm based in Santa Monica, Calif.

Falconer recently introduced the first in a series of LBE products, the MFX 2000, a four-seat motion simulation capsule with state-of-the-art components including THX sound, a Sigma Design compound curved screen, and a six-degree of freedom electric motion base. Terms of the arrangement were not disclosed.

"We believe the MFX 2000 is the finest motion simulator capsule in the world today and we want to bring this level of quality to our trading partners worldwide," said Mitsui's senior vice president Seiki Takahashi. "We see this as a means for us to further penetrate the entertainment industry within the Asian markets."

Snyder instructs gaming telecourse



Bob Snyder

Bob Snyder of Bob Snyder & Associates recently completed participating as an advisor and instructor in a statewide gambling recognition telecourse for the State of California's Commission on Peace Officer Training. The telecourse was broadcast via satellite April 11 to all California law enforcement agencies.

Snyder provided technical assistance regarding the laws on gambling, midway games, card casinos, and a variety of gaming equipment. Course topics also included a wide spectrum of gambling issues from casinos, slot machines, and sports wagering to gambling devices.

During the preparatory meetings and over several days of taping, Snyder was able to meet with the current designated government experts who also participated. He was the only non-law enforcement advisor.

Snyder also recently presented two days of advanced training in midway game safety, regulations, and legalities of games to select field inspection staff at the California Fair Services Authority. ▲

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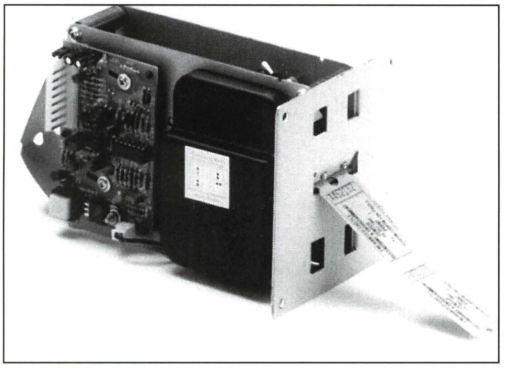

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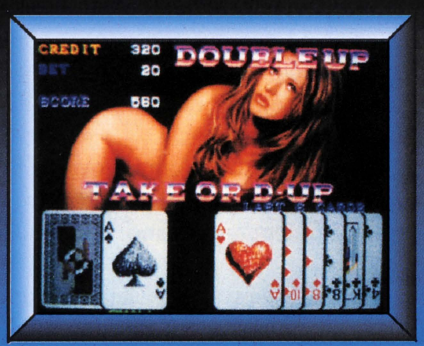

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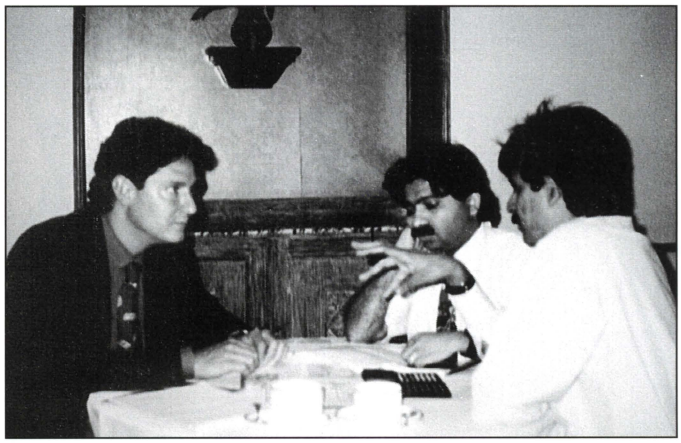
AAMA trade mission to India meets with success

A large group of delegates gathered in Mumbai for the AAMA presentation.



Mexel's Jacob Shemaria meets with businessmen in Mumbai.

AAMA's Bob Fay (r) and FBD co-chairman Ron Carrara take a break from the meetings.

The AAMA Trade Mission contingent takes a moment to pose with members of the Indian Department of Tourism.

The word is in on AAMA's recent Trade Mission to India: it's a ripe market ready for business development in the amusement industry.

In fact, prospects in that country have prompted the organization to host a trade show there next year (see related story in "Coin-Op News") and support a small show being held in December in Mumbai.

"Without a doubt, the Indian marketplace has great potential and should receive attention from all segments of the AAMA membership," concluded Foreign Business Development Committee co-chairman Ron Carrara of Acclaim Coin-Op/Lazer-Tron.

India was open to foreign investment five years ago and has a population of 900 million, more than a third of which can be considered middle or upper class. Entertainment venues are limited to 11 small amusement and water parks; there are no FECs, ocean parks, or large amusement attractions.

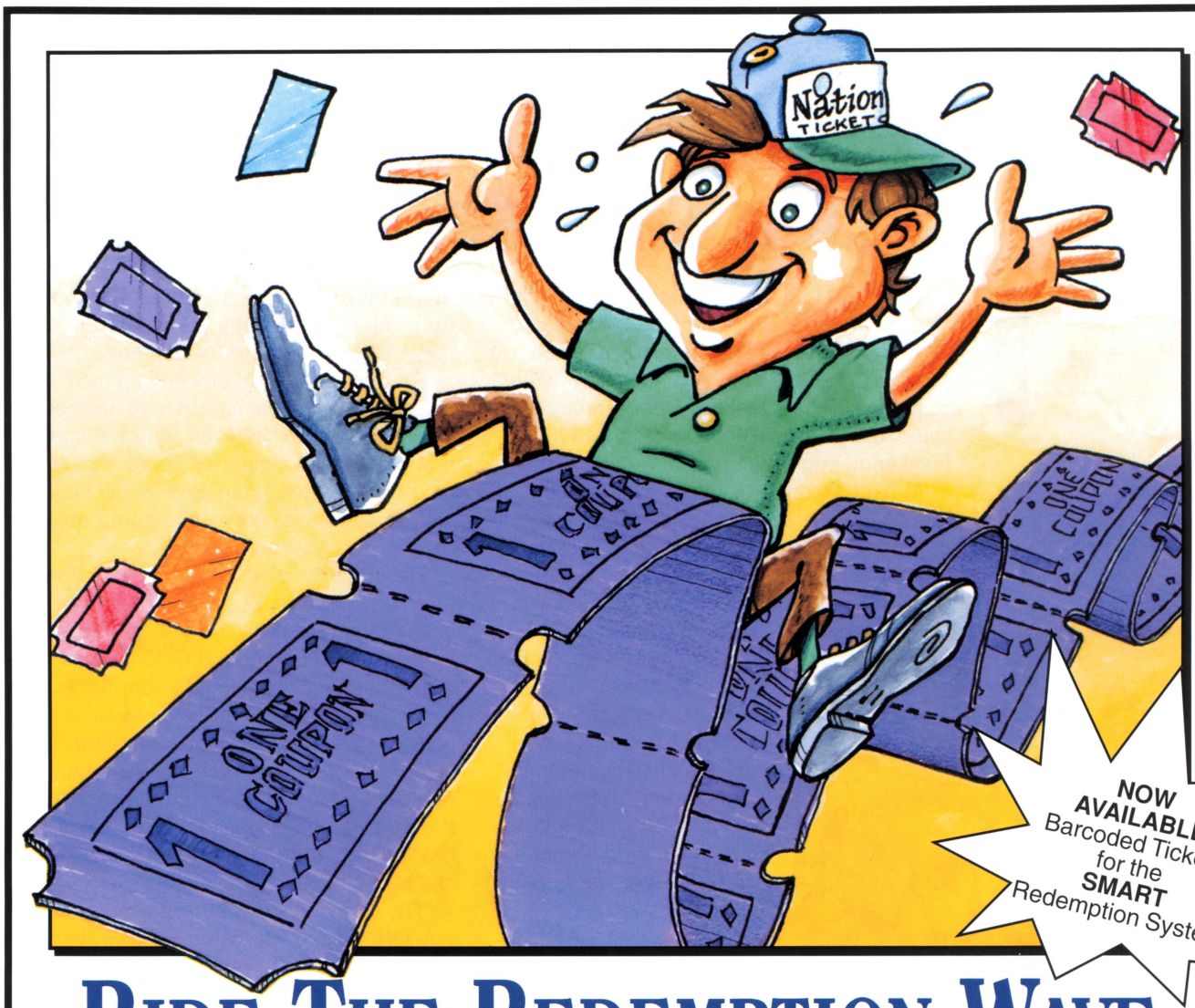
Members of the trade delegation received briefings by the U.S. Consulate in Mumbai and the U.S. Embassy in New Delhi and conducted 100 individual business meetings and site inspections of current attractions. The group also met with India's Director General of Tourism and Joint Secretary of the Commerce Ministry.

The director of tourism, Ashok Pahwa, told the delegates that an element of education must be included to successfully market entertainment attractions. Pahwa said three sets of organizations should be targeted for business development by the industry: state governments, hotels, and commercial spaces and cinema halls.

While standard duties including local taxes for the industry's products would be set at 72 percent, those taxes could be cut in half on projects approved by the government. Products for the hotel industry can be imported at a rate of 15 percent to stimulate that sector of business.

Carrara said the American Embassy in India provided the group with the best cooperation received to date on a trade mission, including hosting a delegation of more than 100 business leaders.

The embassy also requested the group to establish game locations on its compound and offered to use these locations, under controlled circumstances, as unofficial showrooms for products. In addition, the embassy agreed to be a partner in the AAMA show next year. ▲



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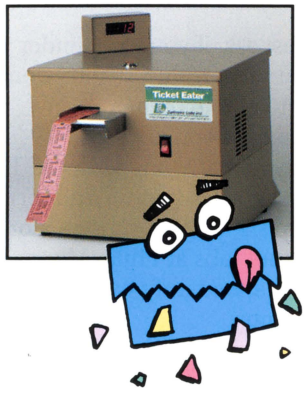

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With Philip Morris as a friend, who needs enemies?

It was bound to happen. Tobacco giant Philip Morris U.S.A. has called for a ban on cigarette vending machines. The company decided to sacrifice 1.4 percent of its nationwide cigarette revenue, realized from vending machine sales, to stave off being regulated by the Food and Drug Administration.

What's wrong with this picture? Philip Morris U.S.A. does not own or operate cigarette vending machines, although there is the perception that they do. The bone they have thrown to the dogs is not totally theirs to throw. In one fell swoop, the company has saved itself close FDA scrutiny while sounding the death knell for small businessmen who own cigarette vending machines and whose very livelihood depends on them—you and your fellow operators.

Bonnie Theard
Managing Editor

According to AMOA, 80 percent of the estimated 400,000 cigarette vending machines are owned and operated by members of the association. AMOA also contends that the majority of member vending machines are in age-restricted locations. AMOA has always supported age restrictions and lock-out devices that confine cigarette access to adults.

Case studies have long indicated that underage smokers do not obtain their cigarettes from vending machines. It is far cheaper and more convenient to get them from other sources. Parents or older siblings who smoke provide a ready supply of cigarettes since it is easy to snitch a smoke or two without it being noticed, at least for a short time. I know this is true because I've seen it in my own house.

I did a little research. At a nearby family restaurant I found a cigarette vending machine by the checkout counter. I asked the cashier about underage customers buying cigarettes from the machine (the posted price was $2.50 per pack). He said they do not allow youngsters to get cigarettes from the machine, but that sometimes parents will send their kids over to the machine for them and they can't do anything about that. He said they make sure it is for the parents.

At the meat market/convenience store next to our office the cashier said he does not knowingly sell to kids. He said he is aware that kids smoke cigarettes in our parking lot next door to their building. He said kids will wait outside and ask adults going into the store to get cigarettes for them.

He admitted that sometimes customers look like they are 12 years old but can produce the proper ID, so he sells to them. (Hello, ever heard of a fake ID?) Where was the sign that should be posted about not selling to minors? It had been covered by a huge plastic sign with a clock supplied by a cigarette company which bore the name of one of its products: Winston Select. He said the sign had been placed on the clock sign but the only thing there was a piece of tape and a shred of paper.

The cashier also said that cigarettes are often stolen from the counter since they are right at the edge in plastic holders with the names of cigarette brands on them (in this case Camel Lights). According to the cashier, the cigarette company pays the store $300 a month to put the holders full of cigarettes right up front for the best exposure, which more than makes up for the stolen cigarettes. The posted price for cigarettes at the store on this day was $1.75 per pack.

At the nearest drug store the cashier said they do check IDs before selling cigarettes to young looking customers. When I asked about the sign that should be posted saying "No Cigarettes Sold To Minors" she didn't have a clue where it was or why it wasn't posted.

Now, I must ask, if you were under 18 and wanted to buy cigarettes, where would you find it easier to obtain them?

And at a cheaper price?

The reality is that along with the 1.4 percent of cigarette sales that Philip Morris is so ready to deep six, 10,000 jobs go along with it. These are not jobs at Philip Morris U.S.A., but jobs in independently-owned businesses across the country.

Perhaps they should all get into the cigarette clock and cigarette holder business. It must be booming. ▲

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Sure, we designed and built it. But you *earned* it for us.

The tens of thousands Megatouches on your routes have been producing solid, consistent collections week after week. Megatouch earns so much that you rated it the "Best Countertop Video" (see June RePlay). Megatouch IV and Tournament Megatouch are not the only editions on this chart, our earlier hits Megatouch II and Megatouch III that you invested in two years ago continue to ***earn*** and deliver a strong R.O.I

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You've also ***earned*** our way on to the video kit ratings (see June Playmeter poll).

We've listened to what you and your players want. We have delivered with great software, powerful financing programs, outstanding reliability, and the best counter service in the industry. (based on your feedback)

RePlay Video Game Chart • June 1996

best countertop videos

1. MEGATOUCH IV
2. TOURNAMENT MEGATOUCH
3. MEGATOUCH III
4. MEGATOUCH II

Playmeter Equipment Poll • June 1996

VIDEO KITS

1. MEGATOUCH IV
5. MEGATOUCH

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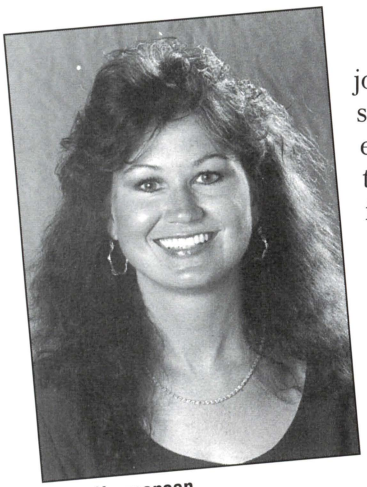
Hermanson joins Island Design



Mary Hermanson

Mary Hermanson has joined the staff of Island Design as its marketing manager. She has spent the last three years as sales/marketing manager at Jaleco USA. Her career also includes six years at Konami Inc. as marketing coordinator.

Island Design is the creator of popular novelty games such as *Spider Stompin', Spider Splattin',* and the new *Tortoise and the Hare.* Company headquarters are in Windsor, Calif., with an additional office in the Chicago area.

Hermanson will be based in the Chicago office. She can be reached at 611 Rockland Road, Suite 205, Lake Bluff, IL 60044; (847) 735-9145; fax (847) 735-9265.

Capcom appoints Bhutani

Capcom Coin-Op Inc. has appointed Satinder Bhutani as Western regional sales manager.

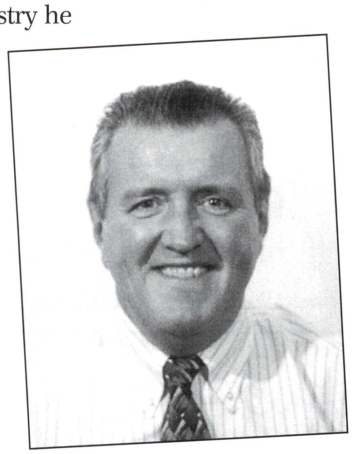
The announcement was made by Ron Malinowski, Capcom's national sales manager, who remarked, "Satinder has done a fine job for us on the operating side of the business and is now bringing his knowledge and strong organizational talents to assist us in our sales office. We all congratulate him on his new position and welcome him to the Capcom family."

Mondial promotes Publicover

Mondial distributing has promoted Mike Publicover to the post of vice president of the New England region. He has managed the Mondial Norwood, Mass., office since it opened in 1991.

Mondial's president Richard Sarkisian said, "We are proud to have Mike as vice president of our company. During his long career in our industry he has always inspired confidence in his customers and teamwork from his colleagues."

Publicover started his coin-op career with the Rowe distribution office in Dedham, Mass., in 1971, moving from the service department to sales and later the job of sales manager. He was at the Rowe office for 20 years.



Mike Publicover

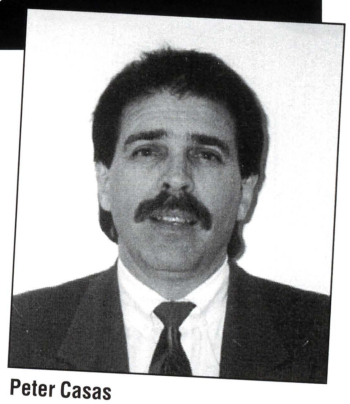
Changes at Mars Intl.

After more than 20 years with Mars Electronics Intl., John Cunningham has retired from his post as vice president of sales. He will be replaced by Frank Mars, vice president of sales and marketing for the Americas, and Stuart Chambers, vice president of sales and marketing for the United Kingdom.

Said Cunningham, "Over the years that I have worked with the vending and gaming industries throughout the world I have seen many changes, made many very good friends, and been made to feel very welcome in the USA. I will be sorry to leave Mars but do intend to keep in touch with the industry."

He joined Mars in the United Kingdom and spent his first 13 years with the company in European sales operations, then moved to the United States in 1987.

Micro adds Casas



Peter Casas

Micro Mfg. has named Peter Casas to be its marketing director representing the Western region. Casas brings a wealth of knowledge to the company and will be working with distributors and operators throughout the country.

With the addition of Casas, Micro's Paul Scribner will now handle the Asian international market.

During his coin-op career Casas has put together unique packages with several large franchise operations that turned out to be successful. Micro feels his vast research and development experience will be an asset as it introduces new marketing techniques.

According to Micro president Larry Hartley, "We are very pleased that Peter has joined our staff of highly skilled and dedicated professionals whose main goal is to further improve the profits of our distributors and operators through our revolutionary, state-of-the-art, technologically advanced products."

Franta comes on board at Atlas

Joe Franta

Joe Franta, who has extensive experience in game room operations after years with Just for Fun in Northbrook, Ill., has joined the staff of Atlas Distributing in Chicago.

Joe is a familiar face at industry trade events, including the early years of Fun Expo when he recognized the significance of this new segment of the industry.

Joe can be reached at (312) 276-5005; fax (312) 276-9752.

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COMMON FEATURES:

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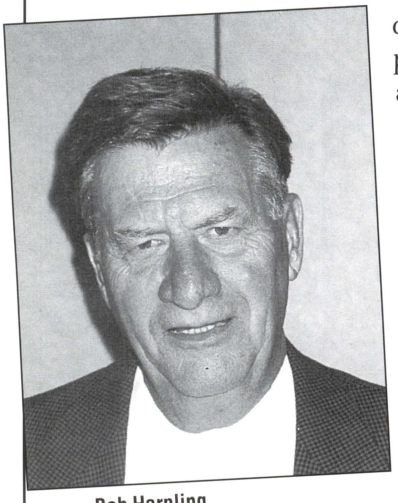
Harpling celebrates golden anniversary

Former Bally pinball executive Bill O'Donnell Jr. was among those honoring Bally Gaming executive Bob Harpling at an awards dinner this spring. Harpling celebrated his 50th anniversary.

Also present were current Bally Gaming president Hans Kloss and other company executives including Charlie Lombardo and Bob Manz. Longtime Bally employees from the company's Chicago era attended as well.



Bob Harpling

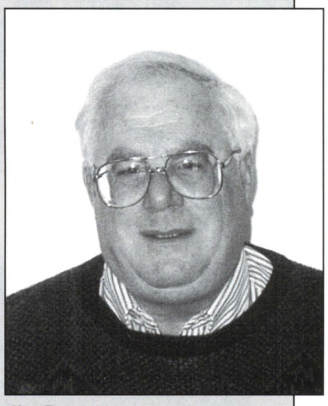
CES names Ross, promotes Suchocki

Creative Electronics & Software has named Jim Ross to the post of vice president of manufacturing and promoted Ed Suchocki to the post of vice president of engineering.

Ross has 30 years of industry experience with companies that include Sega Pinball and Bally.

Suchocki has been with CES for three years and has 22 years of industry experience with companies such as Williams Bally/Midway and Merit Industries.

CES has been offering a variety of contract manufacturing services for over seven years. Jim and Ed can be reached at (847) 695-0023; fax (847) 695-0483.



Jim Ross

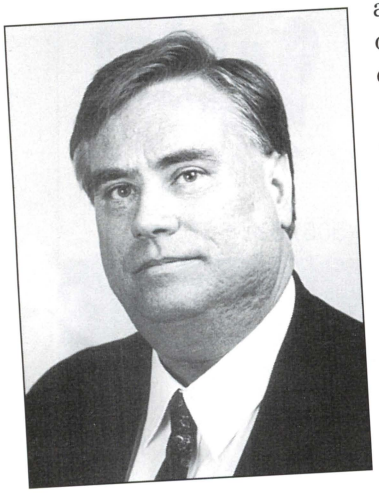
Ed Suchocki

Valley honors Spencer

Valley Recreation Products reports that John Spencer, Valley's human resources manager, has earned his third consecutive certification as a professional in human resources. It was issued by the Human Resources Certification Institute.

This achievement recognized Spencer's education and experience that enabled him to pass the rigorous comprehensive examination.

Stated Dick Shelton, president of Valley: "John has repeatedly shown his increasing commitment to his personal improvement, to the human resources profession, and to the steady upgrading of the capabilities and efficiency of Valley's employees."



John Spencer

Play-By-Play names Gamoran

Play-By-Play Toys & Novelties has appointed Saul Gamoran to be its executive vice president. Gamoran is a well-regarded consumer products consultant.

Before accepting this new post, Gamoran was a principal in the firm of Renaissance Strategies Ltd. of Seattle, Wash. Prior to his tenure there, Gamoran was on the staff of Ace Novelty Co. of Bellevue, Wash.

Play-By-Play recently announced its agreement to acquire Ace Novelty for approximately $44 million in cash, debt, and assumed liabilities (subject to contingencies including financing).

In his new position Gamoran will be responsible for product licensing and strategic planning and serve as the company's general counsel.

Play-By-Play chairman and CEO Arturo Torres said, "Saul's relationships in the entertainment and sports industries and his extensive experience in the licensing field strengthens our commitment to expanding Play-By-Play's presence in the licensed product arena. His ability to develop new business opportunities is a welcome addition to our team."

Gamoran can be reached at (210) 829-4666; fax (210) 824-6565.

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Total dimensions:
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DELUXE 3-PLAYER
Total dimensions: 62"w x 82" x *75"h

*Deluxe marquee extra 18" - 24"h

3-PLAYER STREET-1
Total dimensions:
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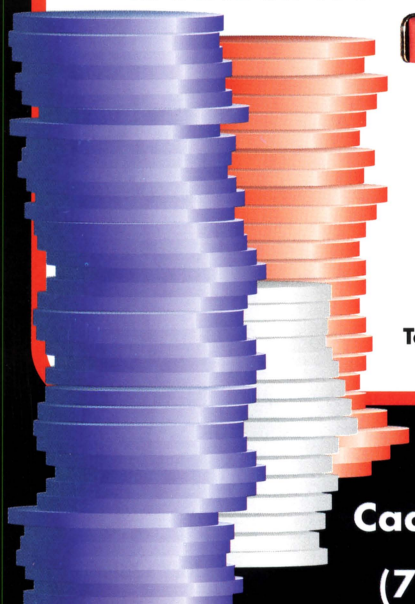
ONE PLAYER
Total dimensions:
25"w x 30"d x 60"h

3-PLAYER STREET-2
Total dimensions:
49"w x 49"d x 75"h



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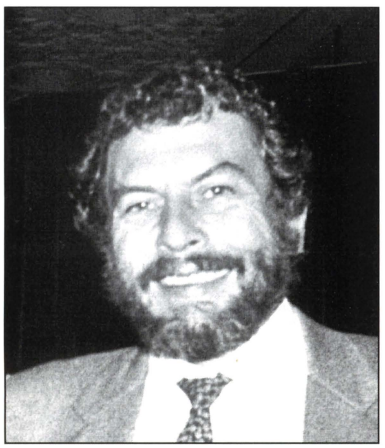
Aristo Intl. names Bushnell, Schneider

Aristo Intl. Corp., designer and developer of networked multiplayer experiences for pay-per-play venues and at-home use, has named Nolan Bushnell and Sandra Schneider to its staff.

Bushnell, the coin-op legend responsible for *Pong,* will direct the company's strategic planning and spearhead its drive into Internet-enabled entertainment.



Nolan Bushnell

Aristo CEO Mouli Cohen said: "Nolan's vision is nothing short of a second revolution in digital entertainment." Bushnell commented: "Aristo will not merely introduce new titles but entirely new concepts in entertainment."

Schneider will be Aristo's executive vice president. Most recently she was president of Hasbro Inc.'s new technology division. Before that she started and ran Marvel Entertainment's interactive division, Marvel Software. She also helped launch Mindscape Inc. and served as its vice president of consumer software.

Regarding this appointment Cohen said, "Our mission is to redefine digital entertainent. Sandy brings valuable industry experience and insight to our team."

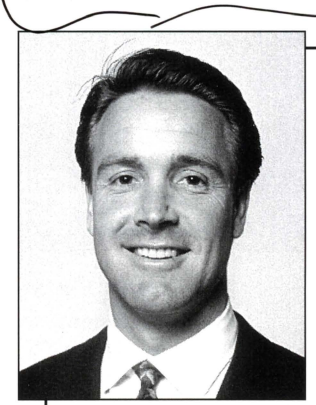
Aristo's first products are scheduled for release this year. The company is based in New York City and has operations in Sterling, Va., and Foster City, Calif.

Hesketh heads Shaffer branch

Dave Hesketh

Shaffer Distributing Co. has named Dave Hesketh as the manager of its Macedonia, Ohio, branch.

Dave will be in charge of all the sales and operations decisions of this successful office which carries all the same lines as the main office in Columbus. He can be reached at (216) 467-4850; fax (216) 467-1272.



Tom Petit

Tom Petit leaves Acclaim

Industry veteran Tom Petit has left his post as president of Acclaim Coin-Op, a division of Acclaim Entertainment Inc., to pursue other personal endeavors. His last day at the company was May 22.

According to an Acclaim spokesman, Norm Petermeier is acting as president of Acclaim Coin-Op until a replacement can be appointed. In the spring Acclaim merged its two arcade games divisions, Acclaim Coin-Op (headed by Petit) and Lazer-Tron (headed by Petermeier), into one company. All customer service and parts for Lazer-Tron products are still handled at the Lazer-Tron Pleasanton, Calif., facility.

Schulz retires from Rock-Ola

In the Rock-Ola shop, (l-r): Daniel Villa, Frank Schulz, Mike Jablonski, and Doug Massa.

Frank Schulz, vice president of sales for Antique Apparatus/Rock-Ola Mfg. Co., has announced his retirement after 47 years of dedicated service to the coin-op industry.

Frank's last day at the company's Midwest sales and service center in Rosemont, Ill., was May 31. He plans to stay involved with the company in an unofficial capacity.

Frank started his career at Rock-Ola in 1949 when 78 rpm jukeboxes were still being manufactured. He became involved in every facet of the business, from sales to manufacturing, working alongside industry patriarch David Rockola.

In 1992 Rock-Ola was purchased by Glenn Streeter of Antique Apparatus and the two companies became one. In Play Meter's August 1995 feature on the new entity, Streeter acknowledged Frank's contribution to the company and said, "He taught me all I know."

Frank has always believed that jukeboxes are the real backbone of the business. "Selective music will be here until doomsday," he contended. "Music puts smiles on the faces of people all over the globe. Even today, I don't know of any location that could do without music on Friday or Saturday night. Music is a part of life."

Frank's favorite Rock-Ola model of yesteryear was the 1962 *Princess,* which he referred to as "a chrome jewel." Antique Apparatus/Rock-Ola's newest model, *Legend,* embodies much of the elegant styling and the visible playing mechanism that were hallmarks of the classic models Frank has been associated with over nearly five decades.

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- ✔ --Single/double bullseye
- ✔ --Missed dart detector
- ✔ --Coins per credit

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THE COMPLETE SYSTEM

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- ✔ Top Gun Challenge promotion that rewards players at the local level and advances to a $15,000 final.
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- ✔ Tech Tips Newsletter

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- ✔ Exciting new games --
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AAMA honors Babich, Struhs, Courington

The American Amusement Machine Association has named Rich Babich of Colorado Game Exchange and Mark Struhs of Dynamo Ltd. as co-recipients of the 1996 Joe Robbins Award. The association also honored Dave Courington of Valley Recreation Products with the President's Award.

Newly re-elected AAMA president Rick Kirby presented the awards for the trio's contributions to the industry.

Babich has served on the AAMA board of directors for many years and is currently board secretary.

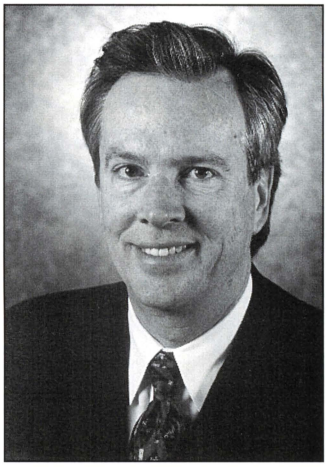
Struhs just completed his first year on the board and will continue to serve in the capacity of assistant treasurer for the second year. He has also played an important role in foreign business development activities.

Said AAMA executive director Bob Fay: "These two men have definitely proven themselves as leaders in the industry, as well as in association activities. They have consistently shown dedication not only to AAMA, but to the industry as a whole, and are most deserving of this award."

Courington has played an active role in the Industry Promotion committee and on the current radio advertising program. He also was elected to serve as an alternate on the AAMA board of directors.

Kirby commented: "Dave is very deserving of this award.

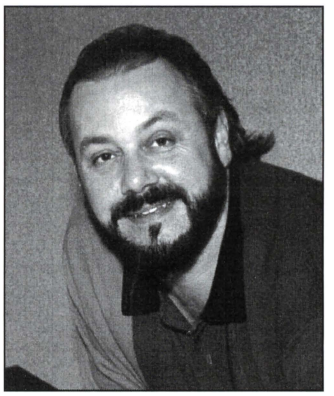
Rich Babich



Mark Struhs

He is a dedicated AAMA member who goes the extra mile to ensure that association programs and events are successful."

AAMA communications manager Angela Orlando added: "Dave played a very instrumental role in the past 12 months taking a formerly staff-driven program and bringing it back to the committee level. His dedication to the Location Trade Show Committee was a key factor in the establishment of new guidelines for the program."



Dave Courington

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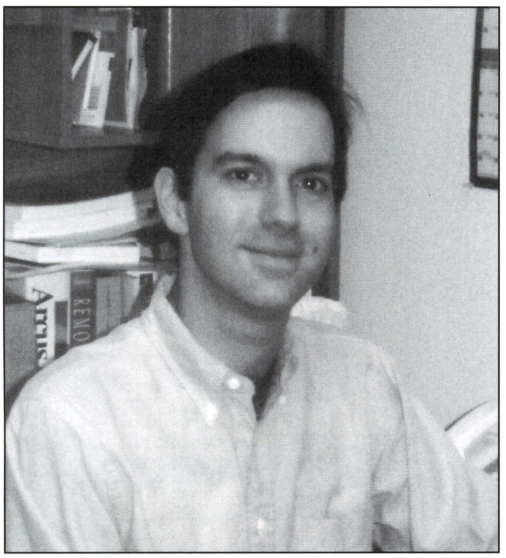
Something borrowed, something blue

Last month, I wrote a column entitled, "Something old, something new," about the need for recognizing universal forms of fun even as technology marches forward promising a bold new world of bigger and better. This month, in my own humble way, I plan to take on another giant in the pantheon of human experience, love and commitment.

By the time you read this I will be a wedded man, having celebrated my nuptials on the 29th of June at the Columns Hotel in my own hometown of New Orleans. My bride-to-be, Abigail Ann Bliss is a native of Des Moines, Iowa, and an old college friend and sweetheart of mine, whom life and fate took away for close to six years before returning her to the Deep South.



Steve White
Associate Editor

We met as sophomores at Loyola University here in New Orleans and spent countless hours together over the next year before she transferred to our sister school in Chicago. While we lost touch for many of the intervening years that bond was never broken, and having been granted a second chance there was no looking back. Needless to say, from my own modest perspective, I am filled with joy and thankfulness.

But things haven't always seemed so rosy. In fact, close to a year and a half ago, not long after joining Play Meter, my life seemed to be falling apart. I was faced with a number of problems, which seemed insurmountable to me at the time even though they paled in comparison with many of the day-to-day challenges that those less fortunate are forced to confront. Ironically, that sense of perspective seems to fail us when we need it most.

While it may be dangerous to draw analogies between the public and the private, that same sense of hopelessness that so affected my life seems to have drained the energy from some in this industry, who simply shake their head in disgust when asked about the prospects for the future. So what is the answer? How do we muster the imagination to see past the immediate gloom to the promise of the future?

Well, for one, we draw on the innate compassion that all humans have to pull one another up from the pit of pessimism. Excuse my apparent naivete, and let me explain. When my own problems began, fellow staff members here at Play Meter—many of whom I had only known for several months—provided me with a support system that had eroded in my own personal life.

They nurtured me, listened to my story, and over my own protestations to the contrary, assured me that the future would bring brighter moments. Above and beyond that, they expressed confidence in my work, extended greater responsibility to me in my job, and even sent me home with dinner on many an evening. In short, they became my surrogate family.

Unlike a number of more corporately oriented businesses, the coin-op industry is something of an extended family of its own with manufacturers, distributors, and operators all depending on the success of one another for the prosperity of the larger whole. And a healthy competitive attitude not withstanding, most of the players in this industry make it a point to work together because they love this business, and each other.

However, beyond the practical nuts and bolts problems associated with producing, shipping, selling, and servicing amusement games, we as an industry need to do more in the way of sharing insights, putting our heads together, and looking toward the future to ensure that someone else doesn't take it away. It's simply a matter of harnessing a commitment that is already there.

I am immediately reminded of Benjamin Franklin's famous quote at the signing of the Declaration of Independence: "We must all hang together, or assuredly we shall all hang separately." I am equally inspired by that same group of men, who were willing in the face of imminent destruction to lay out a set of ideals in hopes of taking control of their own destiny. More than 200 years later it's still working.

We should all look to that example of human courage as we go about our own daily lives, struggling to reach the promised land. For my own part, a few words of recognition are in order. Thanks, Val, Bonnie, Carol Lea, Mary, Jane, Ron, Renee, Carol, and Carol Ann. ▲

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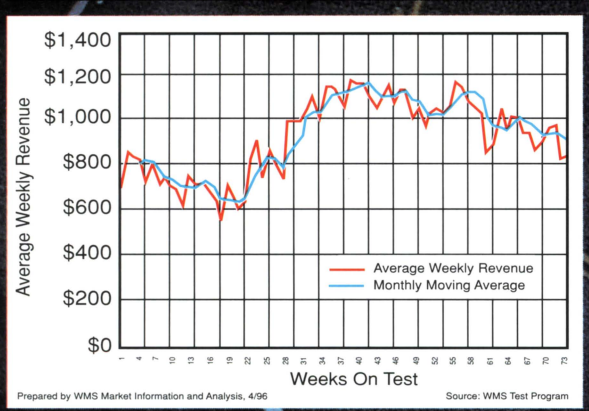

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It was a case of grips and grins at Bondeal's impressive booth of simulator games at the Asian Amusement Expo in Hong Kong last month: Bob Haim (l) of R.H. Belam joins Freddie Milner (c) of Bondeal and Gordon Crompton of Crompton's. The trio marched arm in arm down the expansive aisles at AAE talking shop. The conversation was as lively as those stop-traffic ties.

On the set of "Twister, the Dark Side of Nature," the big-screen tornado movie, Sega Pinball's design team plays a quick game of pickup football with stars of the film. Top: that's Brian Schmidt (l), sound artist, and John Borg (r), game designer, closing in on the movie stars. Bottom: *Twister the Pinball* creator Joe Kaminkow (l) joins actor Bill Paxton of the movie. Paxton also appeared in "Apollo 13," which became coin-op's *Apollo 13 the Pinball* from Sega Pinball. According to Kaminkow, Paxton's "Apollo 13" acting partner Kevin Bacon didn't get a part in "Twister." Worse yet, he missed being on the pinball's backglass!

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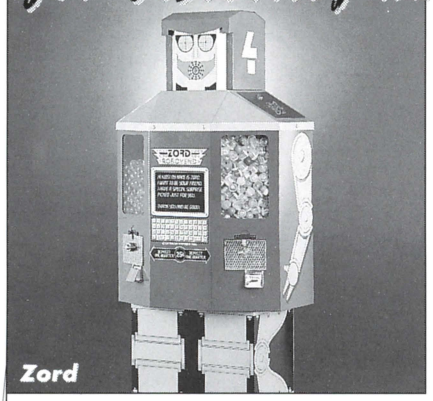

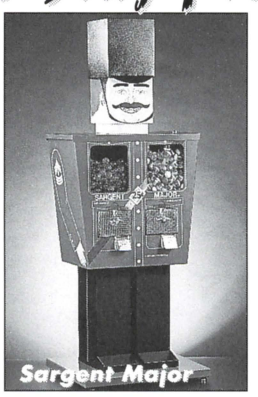

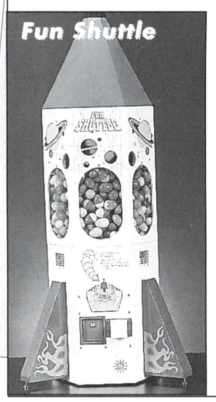

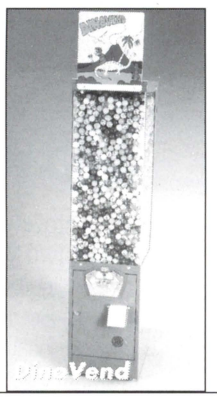

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Shaffer Distributing Co. of Columbus, Ohio, recently welcomed operators to a relaxed evening of new product showings that featured games from Arachnid, Atari, Capcom, Medalist, Merit, Rowe, Sega, Williams Bally/Midway, Valley, and more. The Rowe *CD100F Venus* jukebox was unveiled to excellent reviews. Customers from 65 operating companies attended. Top: Lee Peppard (l) of Medalist, Mike Zappa (c) of Lorain Music, and Steve Shaffer of Shaffer. Bottom: Dave Hesketh (l) with Evan Brown (c) of Max Inc., and Tony Maniscalco of Sega. ▲

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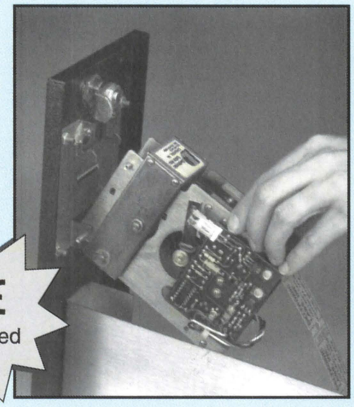

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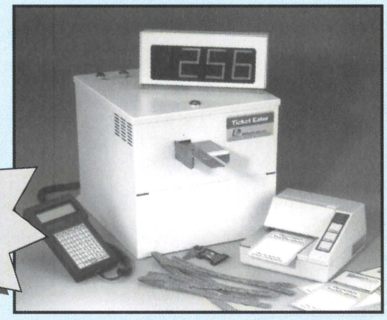

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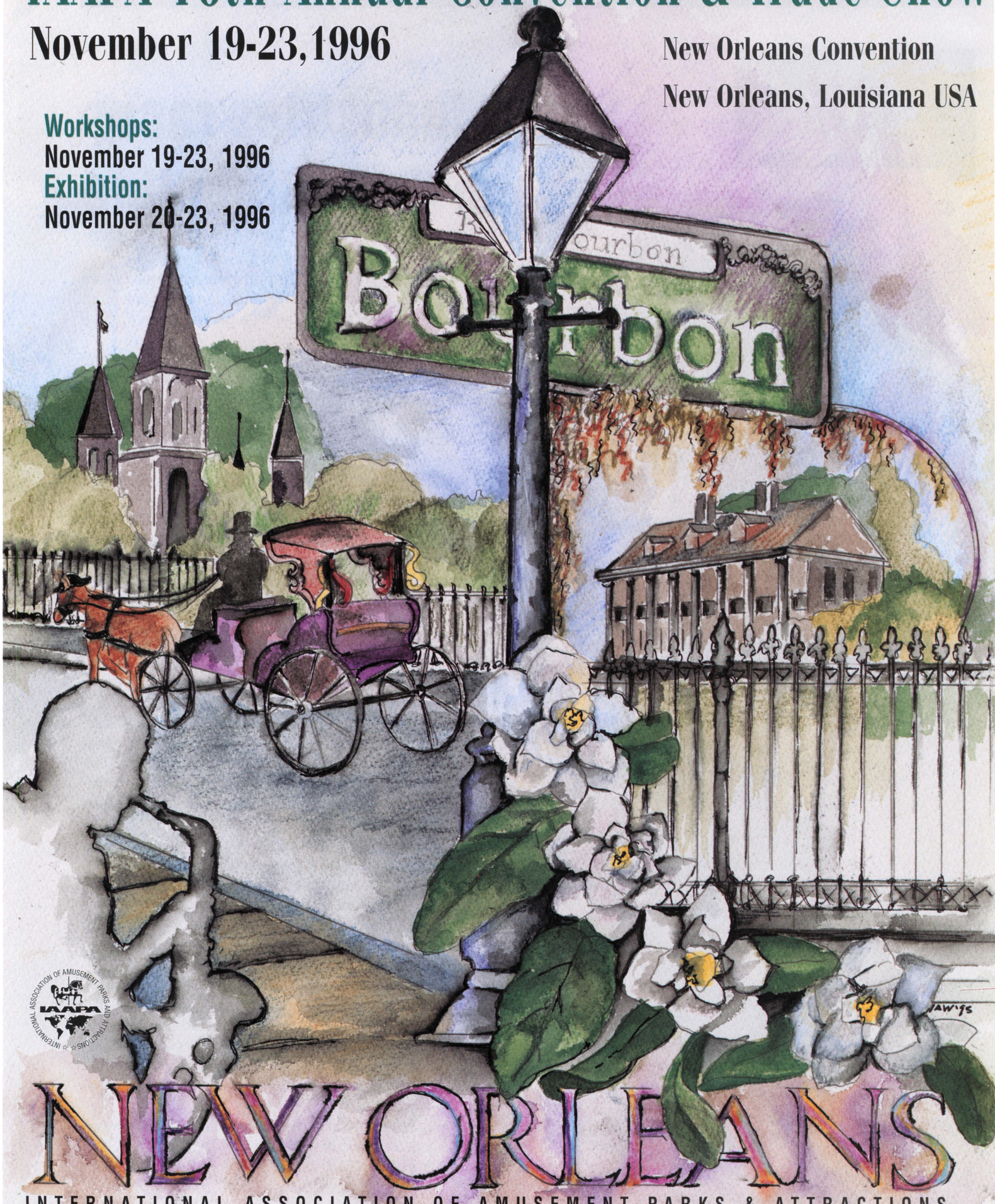

NEW ORLEANS

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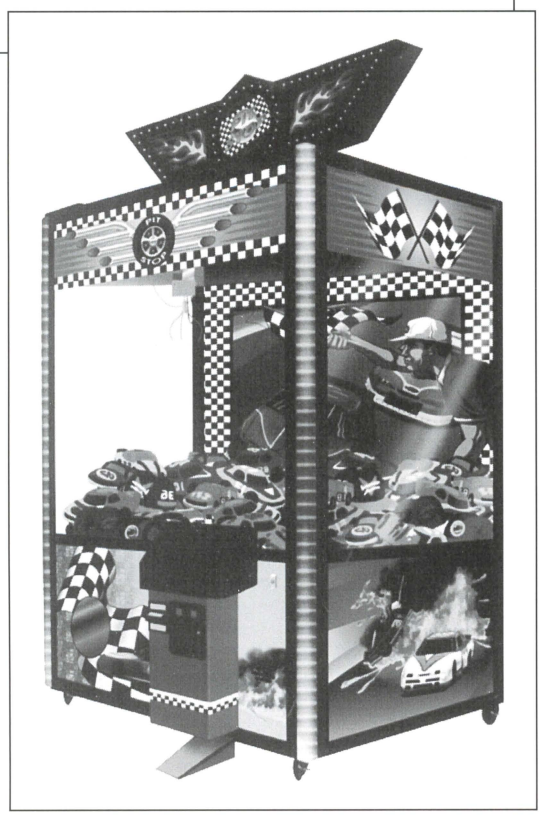
Top:
Hollywood Photo Booth
Bottom:
Pit Stop CS 42" Crane



Smart Industries races to the bottom line

Following the recent introduction of its *Hollywood Photo Booth,* Smart Industries of Des Moines, Iowa, has come out with an all-new way to win, the high performance *Pit Stop CS 42" Crane.*

The *Pit Stop Crane* gives players the sensation of racing down the straightaway for the checkered flag and into Victory Lane with its true-to-life steering wheel, gear shifter, and gas pedal.

Smart pushed the envelope for authenticity by incorporating the sounds of actual stock cars in action. Equally impressive features are the decal package, including awesome graphics and bright racing colors, and the standard Top Double Marquee.

Other standard features include a triple locking full front door, a cashbox accessible only from the inside, tempered safety glass, DBA with 400-bill stacker, photoeye and prize counter meter, LED credit/timer readout, and a medium jumbo claw. In addition, there is the bright rope light package.

Available options include a jumbo claw, 2" bulk vendor, 1" gumball vendor, and a 220 VAC Transformer. The dimensions are 42" wide x 33" deep x 77.5" high. The width is 39" with the gas pedal and console.

In developing the *Hollywood Photo Booth,* Smart Industries has embraced the technology of the day to create a photo booth designed for convenience and dependability. The photo booth also has a neutral silver-gray exterior and an almond colored interior that will accommodate ever-changing color fads.

The *Hollywood Photo Booth* has a strong metal frame with high casters and adjustable leveling legs for ease of set-up and movement. It is comprised of a video camera and laser jet printer. The camera takes four photos in five second intervals, the computer digitizes the image, and the customer chooses the six creative backgrounds, one of which is taken from the company's selection of holiday settings.

Customers then choose from the four pictures taken, and in less than one minute a laser jet quality image is dispensed from the unit. Other standard features include a $1 and $5 bill acceptor, double coin mechanisms, mirrors and 33" long standard curtains on both sides of the booth, and a seat that holds one or two people. The dimensions are 77" high x 56" long x 33" wide.

For more information, or distributor referral, on these two products contact Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317; (515) 265-9900 or (800) 553-2442; fax (515) 265-3148. ▲

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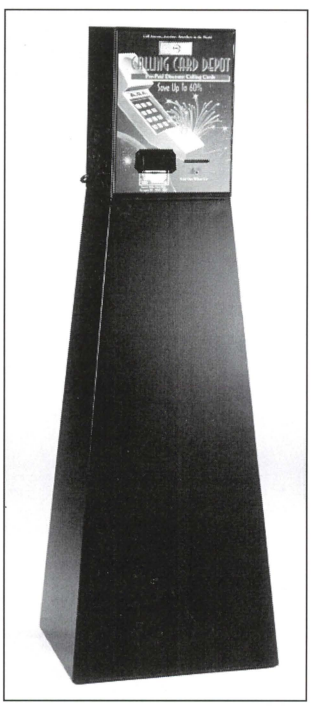
Innovation and reputation: foundation of AGE



Left: David Hodge (l) and JR Fishman inspect a Winner-Every-Time crane mechanism. Right: AGE's Calling Card Depot (Model 801) holds 200 cards.

Webster defines innovation as "a new idea." Advanced Games & Engineering Inc. of Ft. Lauderdale, Fla., is innovation in action. AGE not only has the ability to envision the future in a daydreaming, fantasizing kind of way, but the interest, capability, and drive to act upon that vision.

"Innovation is not a random process," said AGE president JR Fishman. "When it works, it works because someone has identified a need, and found a way to introduce new ideas and technologies into the marketplace to fill that need."

AGE was established in 1991 by Fishman and David Hodge, chief engineer. Its focus was manufacturing a skill play candy crane. Its first priority was conducting extensive market research and listening very closely to feedback from their customers. Fishman and Hodge were stunned by the number of disappointing experiences by patrons who received old, low, or no prizes. They took seriously the complaints operators had about other companies' cabinet deterioration and excessive downtime.

AGE processed the research and reinvented the crane concept. The company revolutionized the

CALLING CARD DEPOT™

PHONE CARD VENDING – AS EASY AS

1

Model 801

2

Model 802

3

Model 803-D

Calling Card Depot™ vends discount long distance calling cards in three state-of-the-art machines that feature rugged, dependable service. A 4-sided marquee top adorns the two column model and a vacuum fluorescent dot-matrix moving sales message sign is available as an option for additional attraction.

These high-styled calling card vendors are made in one-column, two-column and three-column models to hold 200, 400, or 600 cards using tamper-proof and jam-proof Asahi-Seiko card dispensing units. Adding multiple columns to each machine allows more volume at the same price point or the ability to offer different price points for each column. Bill validators with built-in stackers accommodate up to 300 bills. Operations of all Calling Card Depot™ vending units are controlled by a proven Motorola solid-state microcontroller and proven logic to eliminate jackpots and free vends.

Despite the elegant design of the Calling Card Depot™ machines, they are ruggedly built of handcrafted 14 gauge galvannealed steel, rustproofed inside and out to automotive industry standards for years of durable, safe, tamperproof service. Machines come equipped with a tip and theft-prevention auto style alarm system with powerful siren. Calling Card Depot™ units can be placed on countertops, wall-mounted or stand freely on support cabinets or bases.

Advanced Games & Engineering, Inc.
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For more information or to order, Call:
1-800-797-1666

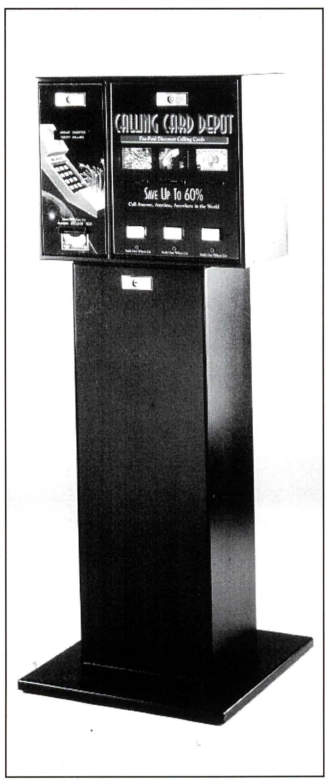
industry by pioneering its now patented and trademarked Winner-Every-Time candy crane. AGE changed it to a game where everyone's a winner.

AGE then set out to address the quality issue they'd heard so many complaints about. Its innovation team has developed a reputation for its strong commitment to durability and flawless operation of its machines. Cabinets are constructed from heavy-gauge steel; you won't find any particle board here! Machines are tested and retested by the quality control department before they leave the plant.

We can tell you how durable the machines are, but nothing speaks louder than an example like this: recently as a customer was transporting a load of Winner-Every-Time cranes from Fort Lauderdale to Miami on Interstate 95, a harness broke. One machine was sent flying at 60 miles per hour to the pavement. The drivers returned the machine to the plant, certainly expecting the worst. But besides a few small dents and scrapes, they were amazed that the machine worked perfectly!

In addition to durable cabinets, AGE's in-house engineering department designs its own state-of-the-art PC boards and mechanicals. AGE works closely with contract engineers from Motorola and other electronic companies in Boca Raton, Fla., the new "Silicon Valley." AGE has the Underwriters Laboratory (U.L.) approval on its line of Winner-Every-Time cranes. The company notes that it was the first crane manufacturer to attempt approval and be successfully listed. AGE is also the contract manufacturer for the PC boards, electronics, and metal work for Caribbean Stud, a popular casino progressive jackpot card table game.

Recently AGE added a new 36-inch crane with special accommodations for plush toys. The company has also made over 10 major feature adjustments and dozens of subtle refinements to the new '96 model line. "We've been listening to our customers, both street and FEC operators, incorporating their suggestions while adding our new ideas to improve the *Snack Attacker* and *Challenger* profitability. As a result, we have put even more distance between AGE and the competition," stated Fishman.



Top: AGE's Calling Card Depot Model 802 holds 400 cards. Bottom: AGE's Calling Card Depot (Model 803) holds 600 cards.

AGE's strength is making machines for street operators to build a route. Now in its sixth year, AGE is determined to be number one. The company focuses on setting new industry standards for innovation, quality, and durability, essential elements to machine payback and profitability.

AGE knows that it's not enough to build the best machine, it's vital to stand behind its products. AGE prides itself on its reputation and stresses that its customers know the company is there to meet their needs and keep cash boxes full, assuring that operators will make the return on their investment they deserve.

PHONE CARDS

Advanced Games & Engineering also tells us that it leads the industry with three highly styled, virtually indestructible vending machines to serve the hot new prepaid long distance phone card market. These new AGE *Calling Card Depot* machines fit in perfectly with the most luxurious retail settings, like hotels, restaurants, and malls, yet provide many years of dependable service in high traffic locations such as convenience stores, supermarkets, and truckstops. Other ideal sites for calling card vending are check cashing and college campus stores, drug stores, gas stations, and transportation terminals.

To date, most calling card sales have been handled via over-the-counter cashier sales. Vending these cards through machines has emerged as a far superior marketing technique. With the Winner-Every-Time redemption crane background, AGE knows how to build a great looking vending machine that invites impulse sales and protects the contents for years, thus providing a turnkey solution for street operators' financial success.

The calling card advantages are many. Travelers and others who depend on pay phones for communication like the cash-free convenience afforded by calling cards. Plus the rates for calling card phone time are far more reasonable than those for phone company credit card calls. The cards can be used to call locally, domestically, or internationally.

Privacy is another important advantage with phone cards. Calls are not logged on an individual's phone bill. The cards can establish phone calling discipline by focusing attention on the length of the call. Calling cards make great reasonably priced gifts as they are universal in their appeal; everyone can use them and appreciate them. Many of the cards now on the market are being traded and sold as collector items because of their appealing background graphics and limited edition printing, similar to postage stamps. Companies like Disney and General Motors are using calling cards as promotional items to educate

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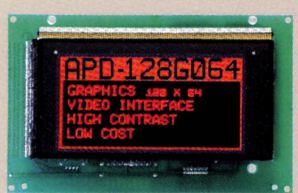

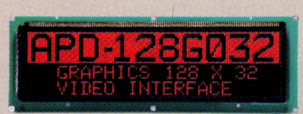

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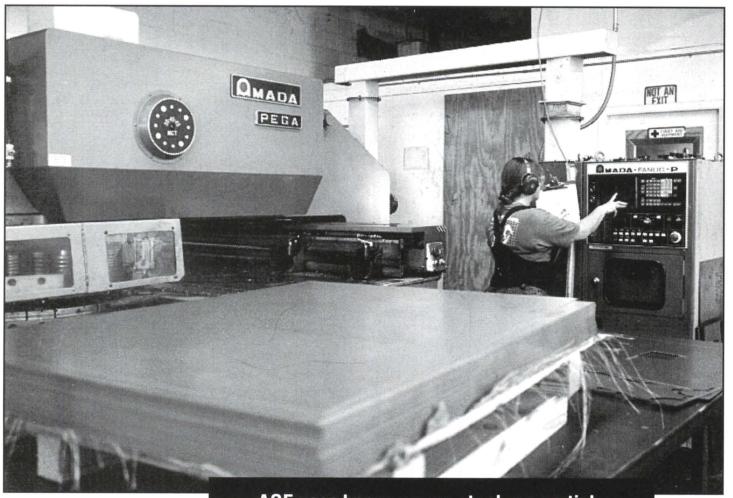
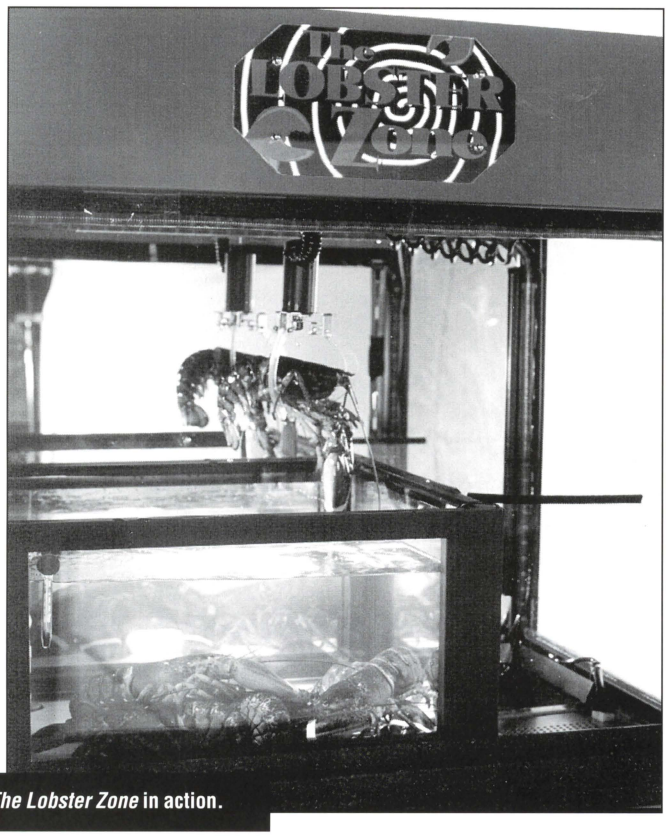


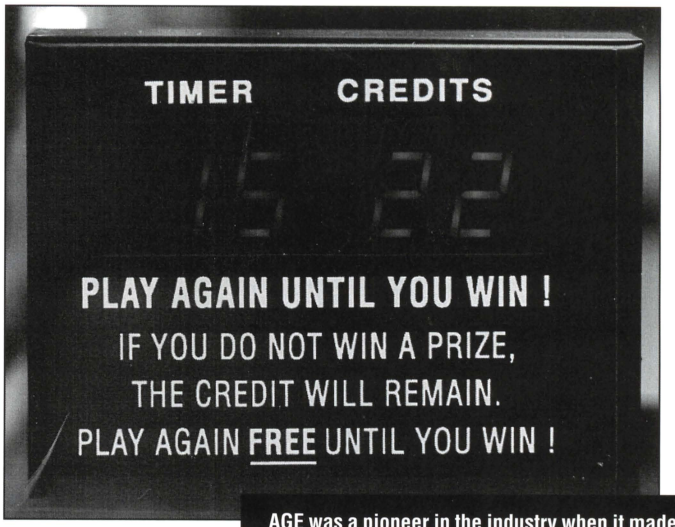
AGE uses heavy-gauge steel, no particle board, in the construction of their games.



The Lobster Zone in action.

the public on their function, thus strongly supporting the marketing efforts of vending machine operators.

Calling Card Depot street operators are in effect resellers of long distance time. They buy wholesale and sell at retail prices. For example, one type of card wholesales for $4 or $5 and is resold to net a 40 to 50 percent profit. *Calling Card Depot* is another vending tool for street operators and FECs to use to increase their bottom line profits. The prepaid calling card market has long been established in Europe and Japan, and is rapidly rising in the United States, where sales of $10 billion are expected by 1999, according to AGE.



AGE was a pioneer in the industry when it made sure customers were winners every time.

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At the recent National Restaurant Association show in Chicago, AGE's newest product, *The Lobster Zone*, met with rave reviews. *The Lobster Zone's* complete state-of-the-art lobster eco-system with owner programmable features includes carbon filtration for water clarity, salt, bacteria, and ammonia, while balancing a high quality water chilling system that maintains a livestock hibernation state for up to six weeks with no feeding required.

The unit can be programmed for Winner-Every-Time crane mode, setting the vend price equal to the market price of a lobster dinner. It may also be programmed for skill play mode, setting the play price at a lower level and controlling the frequency of winners via the AGE programmable system. Think of giving your customers a chance to win lobsters instead of plush toys!

Fishman hinted that it would be a mistake to write AGE out of the ticket redemption business. The company is preparing to unveil this fall a new line of ticket-dispensing redemption games. But Fishman was quick to point out that they would not be copies of the same old machines, but cutting edge innovation.

With a creative team of employees, state-of-the-art technology, a product line that's built to last, and ownership that is committed to the industry, Advanced Games & Engineering has a future many would envy.

Fishman explained, "We are very excited about the future because we know it is determined by what we do today. It's tough to guess what products the future will demand. But keeping in constant touch with our customers and listening and learning their needs, makes it possible to work on new ideas and concepts and make them reality in the future. We will never lose sight of the fact that our success is determined by our street operators' success."

Advanced Games & Engineering is located at 1231 N.E. 8th Ave., Ft. Lauderdale, FL 33304; (954)527-0907; fax (954) 527-0226. ▲

CONCORDE I

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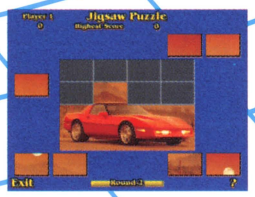

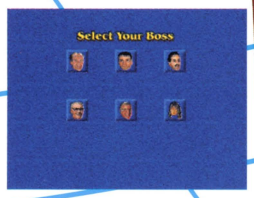

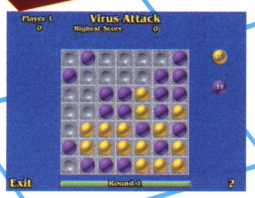

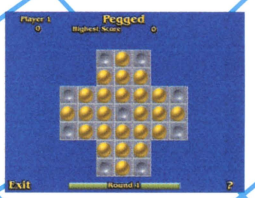

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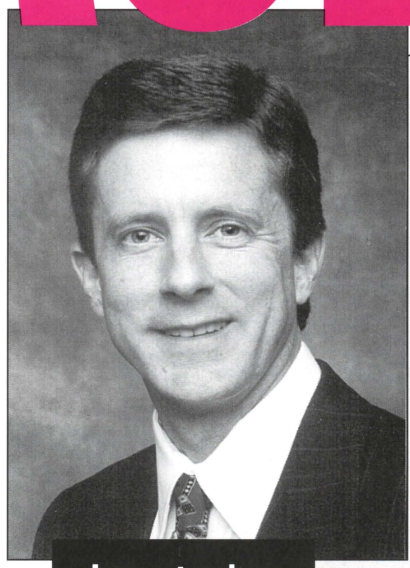

Laser tag has become a significant part of the bottom line at Heads Up. Inset: Rob Harshaw, president of Heads Up Technologies

As its laser tag division began to play an increasingly larger part in the company's bottom line, the management team at digital voice and aviation software developer Heads Up Technology had to learn a few things about marketing entertainment products.

"We had to hire a consulting firm to learn how to be cool," explained buttoned-down company president Rob Harshaw, who holds a PhD in physics. "LaserTrek has grown into a significant part of our business, but obviously there is not a whole lot of overlap (in marketing laser tag and aviation equipment). We had to create two separate departments."

However, Harshaw stresses that the company's less-than-cool past in the electronics industry is what provides it with the opportunity to bring an innovative laser tag product to market. While many models of airplanes may look identical, he explained, consecutive planes off an assembly line may have completely different internal electronics.

"We have software in house to reprogram computers" in order to accommodate such situations, Harshaw said. "Every computer we build is a one-of-a-kind machine. We used that element of scripting in developing LaserTrek."

According to Harshaw, LaserTrek is able to update its

"We had to hire a consulting firm to learn how to be cool."

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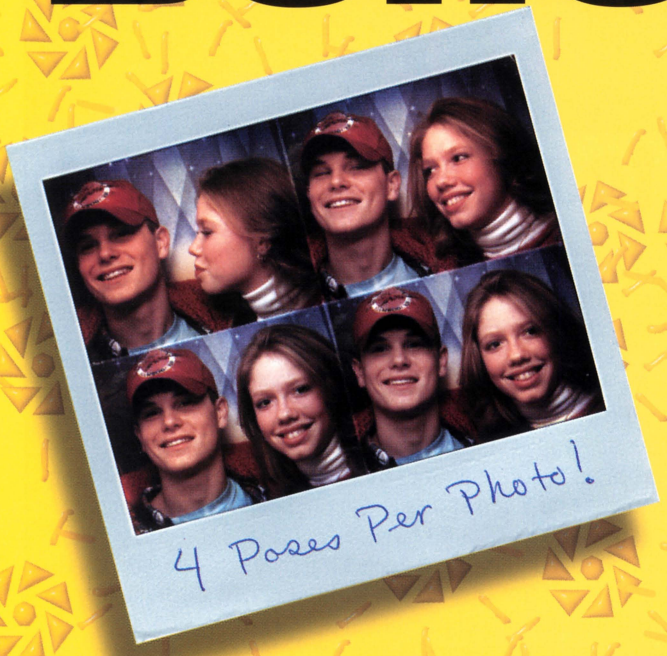

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laser game not only through changing parameters like point values and length of play as other manufacturers do but also by actually redefining the goal of the game for players and the background effects. "You can actually create a totally different game," he explained.

This includes a handicapping system that allows players of differing skill levels to coexist in the same game without being in direct competition. "People want to compete with others on their own level," Harshaw said.

Another aspect of player behavior that Heads Up has focused on is their first-time experience. Last year at the International Association of Amusement Parks and Attractions trade show and convention in New Orleans, the company showed two of its new special effects for laser tag arenas. They are a 25-foot by six-foot Lightning Bolt consisting of computer-controlled strobes and digital audio sequencers and the Laser Portal, a 10-foot archway with computer-controlled chase lights, illuminated alien writing, and a light pipe force field. The company has also introduced a video briefing system.

The visibility of the Lightning Bolt and the Laser Portal help orient new players to the interactive nature of the arena as the effects operate as both offensive and defensive elements of the game themselves. "We've provided real observable special effects," said Harshaw. "You can translate that right away."

Thinking about laser tag

The experience that laser tag provides players is one of the essential elements that family fun centers can utilize to compete with the home entertainment centers, according to Heads Up's philosophy, and the more the impressive the better.

"The industry is evolving much like movie theaters which now need

LASER TAG OPERATOR seeks to define market

With a background in arena design, opening the Starcadia laser tag center in Tulsa, Okla., wasn't a big leap for Mark Davis and partner Bill Gregorovick. They were already fairly familiar with the business having worked for three and a half years designing interiors for Q-Zar and Heads Up Technologies.

"Having built arenas for other people we have seen a good bit of the equipment out there," said Davis, whose center utilizes the LaserTrek system designed by Heads Up. "There are several good systems. We like this one the best."

The Tulsa location takes up 11,000 square feet, 5,500 of which is a laser tag arena. Other attractions include 50 video and redemption games, divided equally.

When making an investment in laser tag (in the case of Heads Up, close to half a million dollars), Davis said that a number of issues must be considered including: 1) the age of the company; 2) the advances in technology; 3) the flexibility of game parameters; and 4) the availability of new features and special effects.

Another feature of the LaserTrek system, Davis said, is the absence of a franchise fee. "We felt we could develop our own operations procedures and marketing strategies," he said. "I won't say we haven't learned a lot, but I would say we're getting to the other side."

Heads Up has also provided a good bit of assistance in this area, and in an attempt to focus on the company's brand name the Tulsa facility will soon change its name to LaserTrek.

"There is no substitute for knowing your customers and what they want. I can foresee certain locations where we don't want redemption."

Marketing laser tag systems is, in fact, one of the biggest considerations in running the facility, according to Davis. It is of crucial importance to know who the customer is for an individual location. Starcadia has hired a full time staff member to recruit local youth groups, as well as corporate entities and other organizations.

The site also sponsors a six-team league, which competes in a round robin-type format that has fostered weeknight business. A membership program at Starcadia provides players with game discounts, T-shirts, coupons, and promotional material. Regular play is priced at six dollars per 15-minute game. Two games are priced at $10 and three at $13.50.

"One difficulty is trying to be all things to all players," said Davis. "One of the things we struggle with is how to make older teenagers want to come without alienating them with a lot of younger kids."

This type of niche marketing is what future growth holds for laser tag, he added. "There is no substitute for knowing your customers and what they want. I can foresee certain locations where we don't want redemption."

One such location is a proposed site adjacent to a college that would draw on campus intramurals, fraternities, and student groups. The location, according to Davis, would forego redemption for attractions like simulators and billiards.

Despite concerns about defining the market, Davis says that laser tag is a solid entertainment business that's here to stay. "It satisfies a need in teenagers—a place to go and it's interactive so they sweat and their heart pounds.

"The social aspects are very important in comparison to traditional arcades where the games are played individually. In other places pool halls are thriving, and that's also consistent with what I'm saying."

. . . Laser tag manufacturer will install a LAZER RUNNER System in your facility without you paying for it!!!

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YOU WANT IT? - CALL AND GET IT!

The most incredible promotion in the amusement industry is now in full swing. You can see first hand, one of the best revenue generators in the amusement business operating at your site - without taking any risk!

TRY BEFORE YOU BUY

A manufacturer of laser tag equipment, Ascension Productions is now offering a promotion that is unheard of in the laser tag industry: Try Before You Buy. With their goal of opening 250 Lazer Runner sites in 1996, Ascension has designated 125 Lazer Runner Battle Stations as "Try Before You Buy" systems.

LAZER RUNNER BATTLE STATION

The Battle Station is a high end, but affordable laser tag system that includes everything that the expensive systems offer. Plus, it's modular, expandable, and quick and easy to set up or move.

The Battle Station appeals to a wide range of venues including indoor family fun centers, amusement parks, bowling centers, water parks, shopping centers, carnival circuits, tourist destinations, go-cart tracks, mini-golf centers, etc.

The system comes with fourteen phasers and fibre-optic vests (7 per team), but can easily be expanded at anytime by adding more phasers. Included with the system is individual scoring, team scoreboard, remote scoreboard reset, remote startup super control, cash control system, smart charging module, two homebase stations, vibrating hit sensors, battle sector mines that shoot back at players, intruder warning detectors, black lights, strobes, flashing beacons, CD sound system with amplifier, fog machine, special effects package, AND as if that wasn't enough, the complete Battle Station Arena (it's spectacular)!

"One very important fact distinguishes us from other laser tag manufacturers. . . we're not just retailers of equipment - we also operate our own sites."
Doug Wilson , Ascension Productions Inc.

Everything is included - there is nothing else to purchase and no leasehold improvements to do. The modular arena can be made any shape and size that an amusement facility requires. Installation is remarkably easy. The manufacturer's set-up crew completes it in only two days! The interior of the Battle Station is drenched in black light and florescent graphics. The game is fast-paced and the phasers talk to you during the game.

"Imagine this," says Doug Wilson of Ascension Productions, "No matter what your budget, no matter what size your FEC, you can now have a state of the art modular Lazer Runner Battle Station with all the extras set up on your site by our crew in just days. You can try our product to see if it's what you expected - if not, we'll remove it - no problem."

"Our product has been tested, re-tested and re-tested again to make certain it is user friendly and profitable! One very important fact distinguishes us from most other laser tag manufacturers. We operate our own sites. Not just one or two, we operate our own equipment in Lazer Runner sites all over the world. All are profitable!"

CALL FOR A TRY BEFORE YOU BUY APPLICATION FORM

Family entertainment centers have been lining up to take advantage of this unprecedented offer. "Our phones have been ringing off the hook" says Doug Wilson. "No-one can believe that we actually let you try our Battle Station to see if it's all we say it is. All you have to do is call us for a Try Before You Buy Application form to take advantage of this fantastic offer."

You can even use the money you make in the 60 day trial period towards your down payment!

Once your application is approved, a Lazer Runner crew sets up your Battle Station and trains you on using the equipment. You then operate the system at your site for 60 days and decide if you want to purchase it. You can even use the money you make in the 60 day trial period towards your down payment.

WHAT DO YOU HAVE TO LOSE?

Lazer Runner bills itself as the fastest growing laser tag game on the planet. From large theme parks to small FECs, Lazer Runner laser tag systems are making their presence felt worldwide by opening a new site every day and a half. For more information on Lazer Runner and the Try Before You Buy Promotion, call Ascension Productions Inc. at (403) 496-9058 or Fax (403)496-9059.

to have the best equipment to compete with home technology," Harshaw explained. "It's not just the electronics; it's the whole atmosphere."

Even laser tag systems, which cannot be reproduced in the home, vary in the quality of equipment and game play features, with higher end systems bringing more to the technological table. "Some of the lower end systems don't have good special effects," Harshaw added. "It's like having a video game with poor graphics."

These kind of distinctions leave potential laser tag operators with several questions to answer as they explore the explosion of new systems on the market.

First, according to Harshaw, is whether the unit will be permanent or temporary. Some companies, for instance, are providing portable as well as inflatable arenas. The next issue to consider is whether the operator plans to be in the laser tag business long-term or views it as a passing fad. "It's a real business," Harshaw said. "But that's one of the decisions we had to make as a company before making the investment."

The third major consideration is the location, or more importantly the location's customer base. The need for regular maintenance makes it difficult to achieve a decent return on investment for systems that accommodate less than 20 players, Harshaw said. "This stuff is very rugged; it's not indestructible."

However, the more maintenance that can be provided, the more profitable a system will be, he added. A smoothly running system, that handles up to 50 players at a time for instance, will ensure repeat play if operated properly. "You have to remember that's 50 computers that all have to be synchronized," Harshaw said, adding that operators should set aside between 2,500 ad 5,000 square feet for a laser tag arena.

A fourth consideration is a facility's clientele. While a large theme park with greater throughput but less repeat play can spend a good bit more money on theming a smaller FEC might want to concentrate on a smaller system with more flexible software.

"You can't be everything to everybody; you end up appealing to nobody," Harshaw noted. "In theory it can have a wide appeal, but if you look at who plays it's predominantly teenage males to those in their 20s."

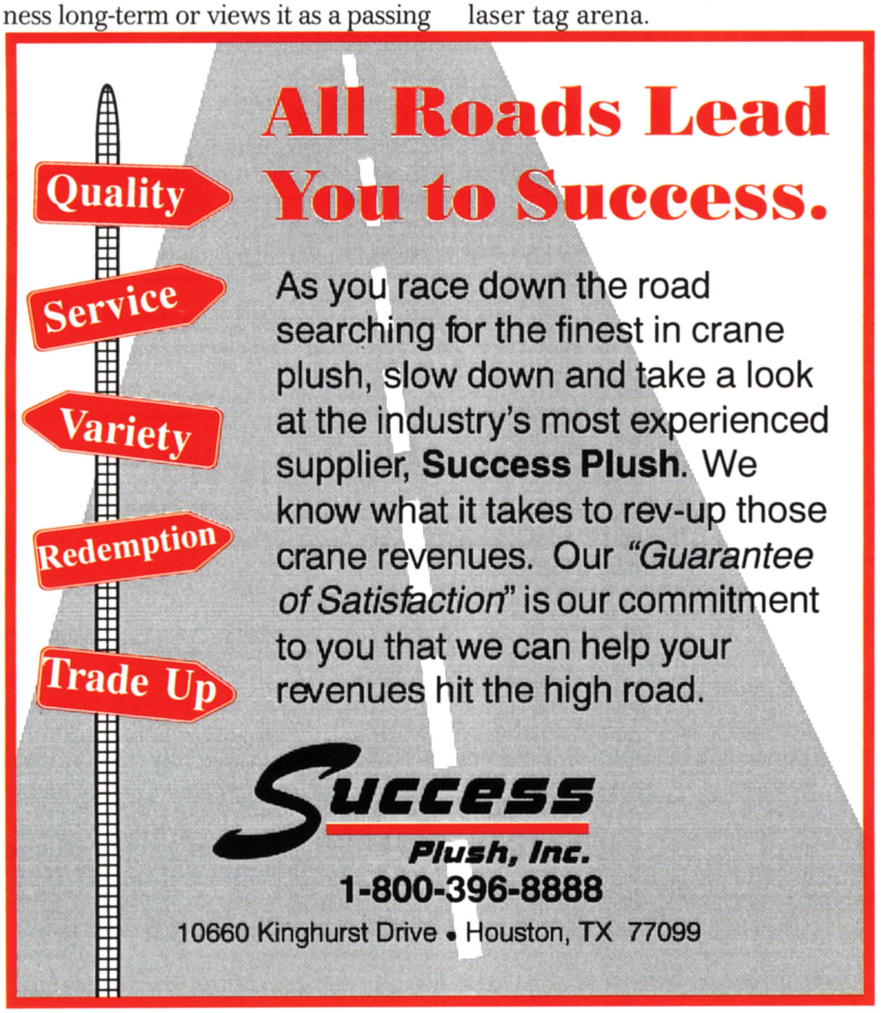
A company for the future

While Heads Up Technology may be relatively new to the entertainment business, with its first location opening at MCA Universal Studios in Wakayama, Japan, in April 1994, the company has a wealth of experience in the electronics business.

With three physicists, including Harshaw on staff, the 12-year-old firm's principle players did work in the national defense field before turning to aviation products. They currently build checklist management, cockpit warning, and digital passenger briefing systems for military, commercial, and corporate aircraft. Heads Up also developed the first fully integrated voice annunciator for the mass transit industry and later developed its current laser tag equipment for another company in the industry.

After its initial installation, Heads Up used the first location to pinpoint any necessary revisions and to focus on further market development. "We really didn't understand the entertainment business," Harshaw recalled. "Our next step was to understand location-based entertainment in the family entertainment center environment."

In the past year, Heads Up sold 10 of its high-end systems and has increased its level of support in marketing its product through emphasizing the LaserTrek brand and developing promotional material and videos. The company has also added its



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LaserTrek-LT line of products, which includes a lighter vest and gun for women and children and a new version of software.

So what does the crystal ball reveal for the future of laser tag?

"Clearly there is going to be a consolidation from a manufacturers standpoint," said Harshaw, who encourages potential clients to come and visit the company's headquarters. "But I think the real strides are going to come in how you market and operate laser tag. Right now the product is so new you can be inefficient and still be profitable. That's going to change."

Harshaw says that while technological advancements will come in incremental stages, some of the promises being bandied around such as linking sites together and fully realized virtual reality games are technologically unfeasible. "If you could do that you would be selling to the Pentagon," he said.

Heads Up Technologies got into the laser tag industry after years in the software development business.

Virtual reality's attempt to create a virtual environment through computing is going to be limited by computational powers, according to Harshaw, who sees laser tag equipment as an extension of the joystick principle that lets players interact with video games.

"With laser tag we want to create a supernatural environment with microprocessors that you view with your real senses in a real space," he concluded.

Heads Up is hoping to create a space in the laser tag industry as a company that manufactures and markets its own specialized product in a way that will be viewed positively in a newly evolving market.

For more information, contact Heads Up Technologies, 2033 Chennault, Suite 100, Carrollton, TX 75006; (214) 407-1131; fax (214) 407-1758; e-mail (rharshaw@heads-up.com). The company also has a Web site (www.heads-up.com) displaying all of its products. ▲

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G.L. Technology: putting its way to fame

The mission statement of G.L. Technology says it all: "To design, manufacture, and market innovative, high-tech sports products for both the coin-operated and consumer leisure industries."

Now that you know what the company's intentions are, what you need to know is how it intends to accomplish such lofty goals. The answer lies with Samuel Kim. His story begins in Korea and shifts to the United States in 1972 when he moved here. His first work was as a chemical engineer and from there he moved to the consumer electronics field working for a manufacturer. His industry experience also includes heading up research and development/manufacturing for the now defunct Wico Corp.

Kim has also provided engineering consulting services and product design services to well known coin-op game manufacturers, Williams, Bally, and Midway to name a few.

President Sam Kim with his two daughters, office manager Minna Ko (l) and vice president of operations Gina Cho.

In 1987 Kim launched his own business, G.L. Technology and has accumulated an impressive number of patents—35 at last count. The coin-op industry was introduced to Kim's talents with *Putting Challenge* and *Full Court Frenzy,* both licensed to Innovative Concepts in Entertainment.

Last year Kim decided to market his own products and introduced a follow-up to the successful *Putting Challenge, Putting Challenge II.* There had been some copiers of the game, and there were those who thought Kim had "stolen" the idea from I.C.E. "It was frustrating," said Kim. "The game had been so successful for I.C.E. and while proud of that fact, I felt bad that

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- **NEW!** 1-person set-up in 5 minutes – ***No assembly!***
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Putting Challenge – the highest earning coin-op golf game:

- **Voted "Most Popular Other Game" by AMOA**
- **In *PlayMeter*'s Equipment Poll for 34 months**

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Shipping Weight:	250 lbs.

PUTTING CHALLENGE II®

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From left: Minna Ko, Sherry Hockstra (marketing coordinator), Gina Cho, and Maggie Weber (accounting).

The Putting Challenge II production line.

Sam Kim (center front) with the manufacturing and research and development staff.

people thought I'd actually stolen the idea!"

Now that the company intends to make the transition from primarily developing coin-op games and licensing them to other manufacturers, to manufacturing and marketing its own products for both the coin-op and commercial markets, one of the competitive advantages will lie in its ability to apply a single sports theme to products destined for both the coin-op and consumer leisure markets. *Putting Challenge* is an example: the coin-op version was first introduced in 1990 and this year, Kim will introduce a consumer version of the game called the *Electronic Putting Challenge* for your home or office.

Kim looks at all of his inventions as the answer to a particular need. The consumer version of *Putting Challenge* is no different. He had played the various putting games available for home use and had one word to describe them all: BORING!

Sensing a need for something more challenging led to the *Electronic Putting Challenge*. It was so enticing that the famous company Hammacher Schlemmer, known for offering gifts for the proverbial person who has everything, bestowed the honor of naming it one of the best inventions in its second annual Search for Invention Competition. Kim was also featured on Good Morning America. That led to appearances on local news programs like Channel 5's First Thing in the Morning.

Coin machine operators, through Play Meter's annual state of the industry survey, have chosen *Putting Challenge* as one of the best games two times. In addition, *Putting Challenge* has remained on Play Meter's equipment poll for nearly three years! During the most recent ACME show in Orlando, while most exhibitors were complaining about the lack of attendance, G.L. Technology set up a *Putting Challenge* competition in its booth, and the place was always packed. "We know how fun this game can be and wanted operators to be

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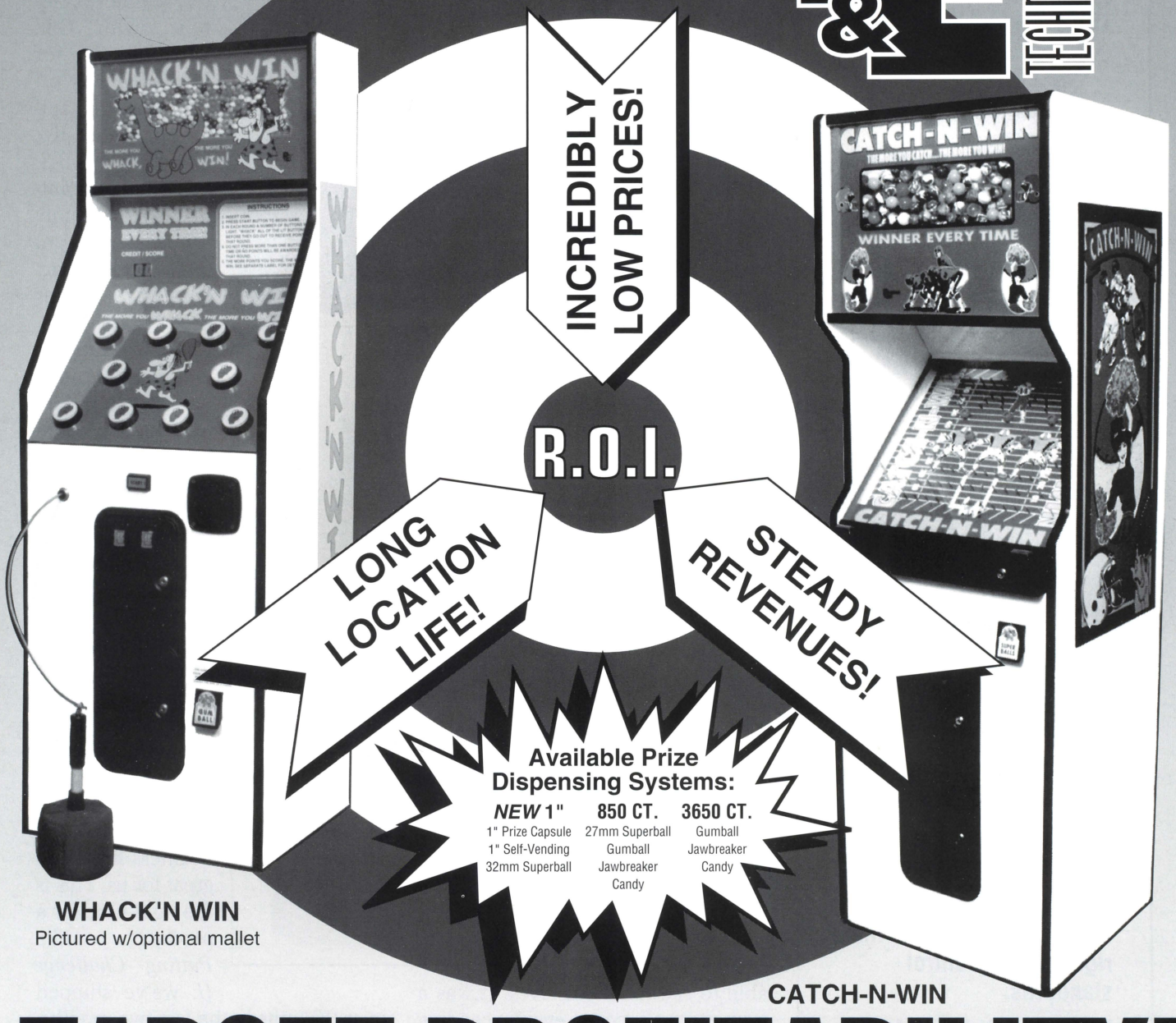
(Redemption for the street operator)



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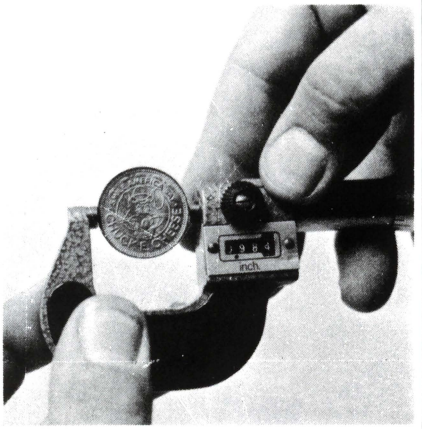

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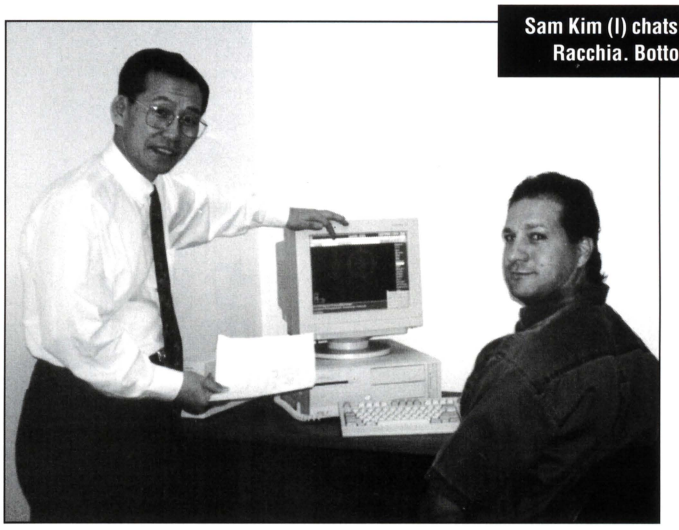


Sam Kim (l) chats with design engineer Anthony Racchia. Bottom left: Putting Challenge II

able to see for themselves. It was a tremendous success, even exceeding our expectations," noted Kim.

Kim's daughter, Gina Cho joined the company in 1991 as vice president of operations. She holds a C.P.A. and M.S. in accounting and had experience at Coopers & Lybrand prior to joining her father. "My father has an uncanny sense of what people will find entertaining. Now that we are embarking on this new direction for our company, I think the industry will be pleased and surprised by what we'll be offering," Cho said.

Another daughter, Minna Ko, has been with G.L. Technology for four years as office manager and graphic artist. Ko, who holds a B.S. degree in accounting, is responsible for a variety of tasks including accounting, order processing, customer relations, and general office operations. She also helps design the artwork for the company's products.

It's a new challenge for the small company to be doing it all, so to speak. But as you can see it has a lot going for it. Kim says, "Recently people have complained that the coin-op business is slow. However, business has been great for us. This is the right time for a product like *Putting Challenge II*; we've shipped over 90 units in the last two months. We will roll out another 200 units for our second release this month."

Kim continued, "In addition to *Putting Challenge II*, we are preparing to launch the *Electronic Putting Challenge*, the consumer mini-golf game, through Hammacher Schlemmer's Christmas catalog. This is an exciting, yet busy time for G.L. Technology as we look forward to introducing our complete line of innovative high-tech sports games." ▲

Models	AC 500	AC 1001 / AC 1005*	AC2001/AC2003*/AC2005	AC 6000
Standard Capacity	600 quarters / tokens	1,600 quarters / tokens	3,200 quarters / tokens	12,00 quarters / tokens
Optional Capacity	1,000 quarters / tokens	2,800 quarters / tokens	5,6000 quarters / tokens	-
Payouts	hopper loaded quarter or token	hopper loaded, quarter nickel, dime or token	dual hopper optional .25 token acceptor	dual hopper optional .25 token acceptor
$1 Coin Payout	yes with a kit	yes	yes	yes
Validator Acceptance	$1,$2,$5, $10	$1, $2,$5,$10,$20	$1, $2, $5, $10, $20	$1, $2, $5, $10, $20
Validator Interchangeability	no	yes	yes	no
Token Bonus Payout	no	yes	128 options	128 options
Base and Header Kits	yes	yes	yes	base only
*Rear Loaders	no	yes	yes	no
Options Fronts	no	change or tokens	change or tokens	change or tokens
Optional Alarm System	yes	yes	yes	yes

Call for your local distributor 1-800-741-9840

AMERICAN CHANGER CORP.

AAE '96 is dynamite show

At the '96 AAE ribbon cutting ceremony, (l-r): Mark Struhs of Dynamo Ltd.; Bill Alter of Alter Enterprises; Bob Fay of AAMA; Willien Ha, senior commercial specialist, American Consulate General, Hong Kong; John Wood of Sally Corp.; John Graff of IAAPA; and Ron Carrara of Acclaim Coin-Op/Lazer-Tron.

By all accounts, this year's Asian Amusement Expo in Wanchai, Hong Kong, May 7-9 was exciting, dynamic, and rewarding for both exhibitors and attendees. The International Association of Amusement Parks and Attractions and the American Amusement Machine Association co-sponsored the event.

Visitors traveled from 27 different countries to the show, which included 21,500 square feet of amusement games, jukeboxes, soft play equipment, and laser tag excitement. Approximately 1,851 attendees (five score more than last year) came through the doors of the Hong Kong Convention and Exhibition Centre.

John Wood of Sally Corp., the AAE '96 chairman, explained at a press conference that "both organizations (IAAPA and AAMA) are absolutely dedicated to creating the best and largest trade show in this region," and that they were "looking forward to pumping-up the conferences (seminars) for the next year." Seminars averaged 25 to 40 attendees per session.

Wood went on to tag the AAE '96 as a "noble cause since it represents billions of dollars of expenditures in entertainment."

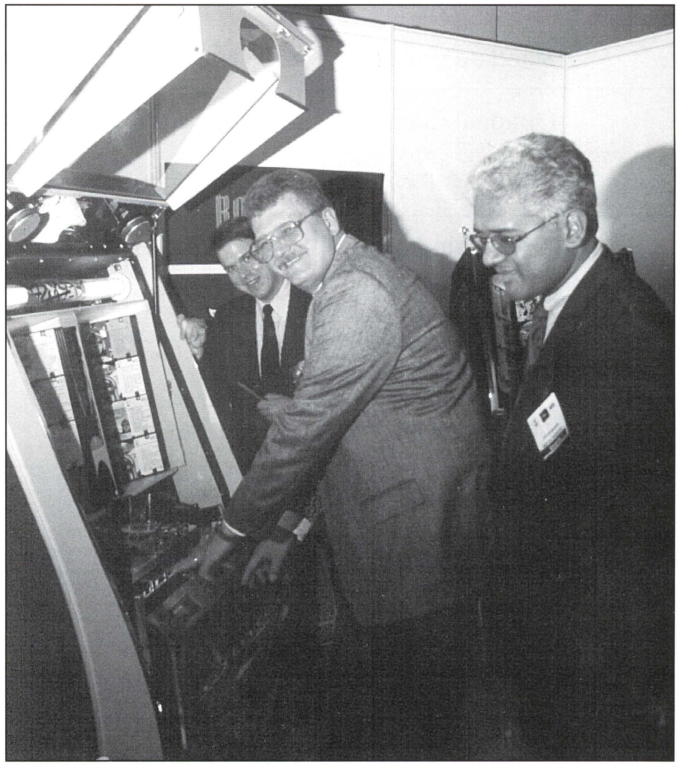
AAMA executive director Bob Fay agreed, and said, "We're not here for the bottom line." He called the AAE '96 a "member service show." Next year the show chairman will be Ron Carrara of Acclaim Coin-Op/Lazer-Tron.

Many exhibitors sold out of the equipment on display in their booths. Established Asian distributor Jack Campbell had his name on "sold" tags all over the trade show floor.

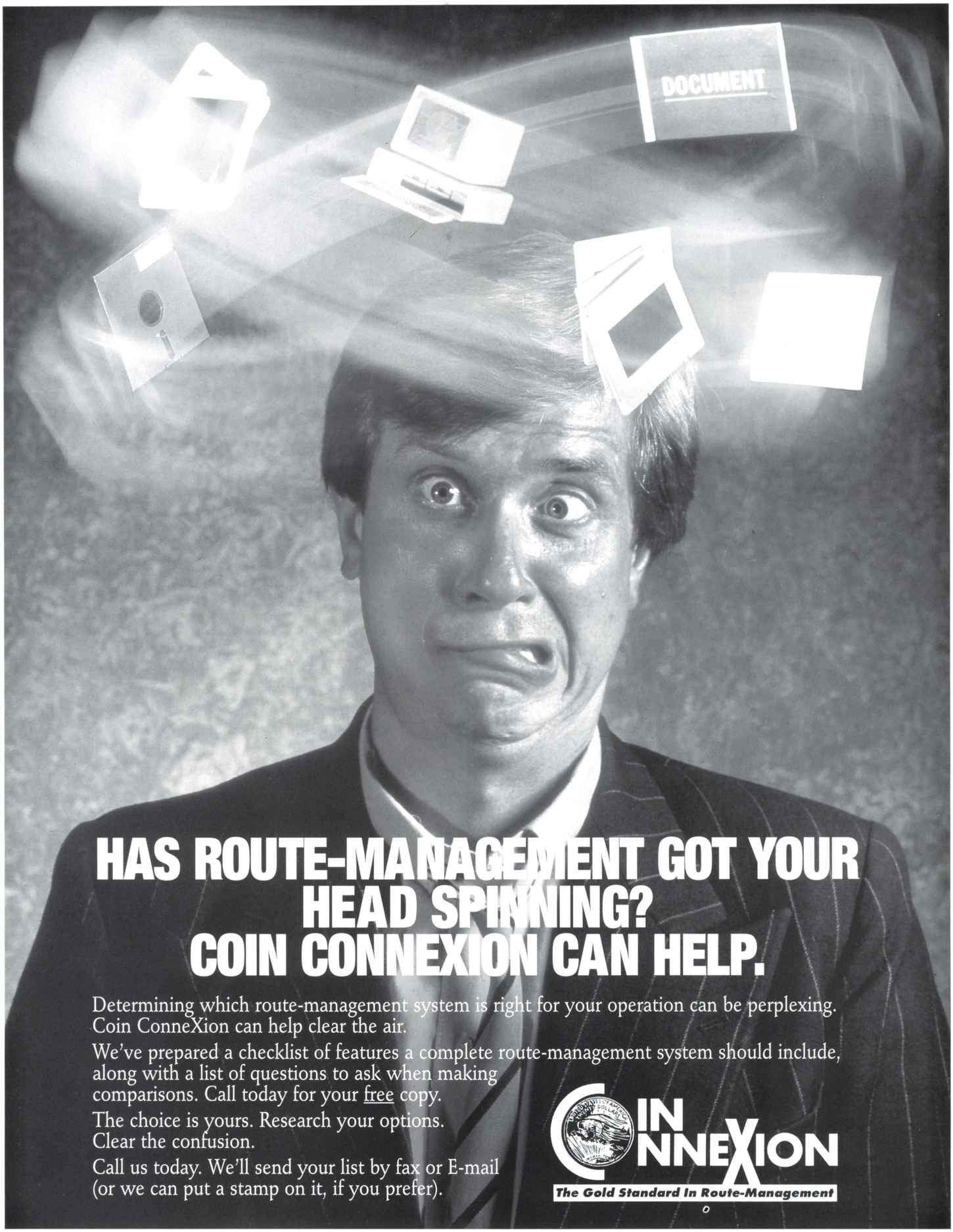
K & U Co. Ltd. was selling items that were not even in booths. K & U's expertise is in the used game market; it uses videotape presentations and large color posters to display its huge inventory of equipment. The company has set up the K & U Amusement Machine Web Shop on the Internet's World Wide Web where customers from all over the world can review the inventory and order equipment from the comfort of their home or office.

When asked if he was doing a little business via the Internet, K & U's Liu Cheng Yan was quick to answer: "No! We do

From left: Jeff Lankiewicz and Mike Pszcola of Coin Concepts with a show attendee by the *Triple Play* and *Airruption*.



From left: Dan McAllister and Mike Jablonski of Rock-Ola show the interior of the *Legend* to Jeff Sooknarinf.



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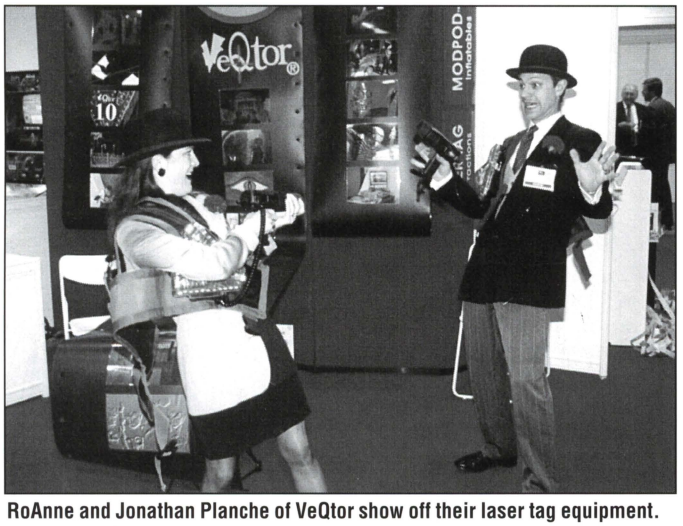
Mike Smith (l) and Jim Dupree of Smart Industries Corp. by *Big Bertha* and *Goal Shot.*

Alec Sprouse of Skee-Ball shows *Super Shot* to Pik Kong and Sin Ying Chan from Playershop Game Centre of Hong Kong.



RoAnne and Jonathan Planche of VeQtor show off their laser tag equipment.

Marty Glazman (r) of Fun House Games (a division of Williams Bally/Midway) with Asian representative Tony Yeh of Entropy.

Gene Brogowski of ICE demonstrates the serviceability of *ICE Ball.*

a lot of business on the Internet." K & U's Web Shop can be found at http;//www.threeweb.ad.jp/KANDU/

Exhibitors expressed positive comments about the show and the Asian market in general:

Lauran Bromley of Bromley Inc.—"The AAE is highly supportive of the market in the redemption arena."

Sheila Dellacona of Roger Williams Mint—"We've done very well in Asia with our speed of delivery. Exporting isn't new to us."

Lisa Basten of BayTek—"This year was particularly good with the Indian and Korean presence."

Mike Smith of Smart Industries Corp.—"We've done a ton of business. We've found a lot of interest in our *Smart Ticket Center* and *Smart Redemption Center.*"

Dan McAllister of Rock-Ola—"It's been a good show. I've really been surprised by the action from India."

Johnathan and RoAnne Planche of VeQtor laser tag—"You gotta be here!"

Traci Hancock of Q-Zar, when asked about explaining the laser tag system—"It's pretty well-known internationally."

Matt Kelly of Acclaim Coin-Op/Lazer-Tron—"It's been a dynamic market for the redemption manufacturers. Some of the markets are still starting to blossom."

Larry Berke of Design Plus Industries—"Business has been absolutely unbelievable for my *Striker* big ball bowler."

Ted Sloan of Bob's Space Racers—"This market is good for us, has been for six or seven years. Now the southern areas have gotten involved."

Virginia Kauffman of Exidy—"The Asian market is open-minded and visionary for new products."

(Photos and copy for this story was supplied by Play Meter's exclusive technical writer, Randy Fromm.)

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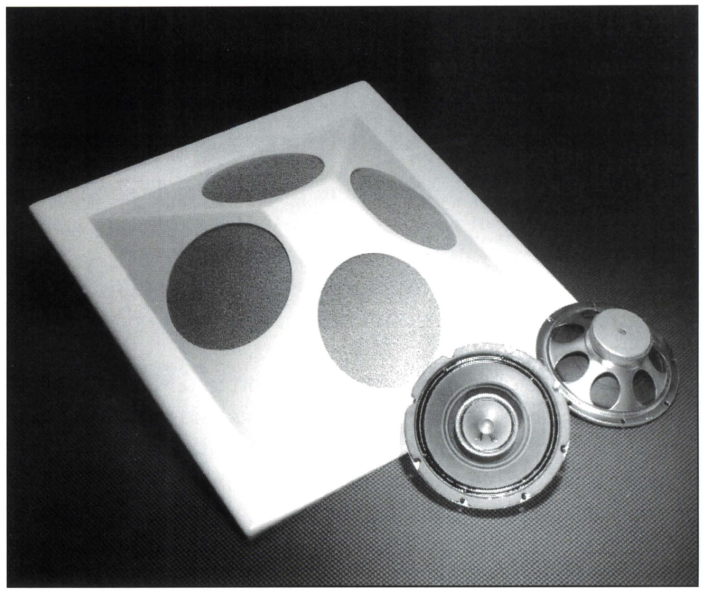

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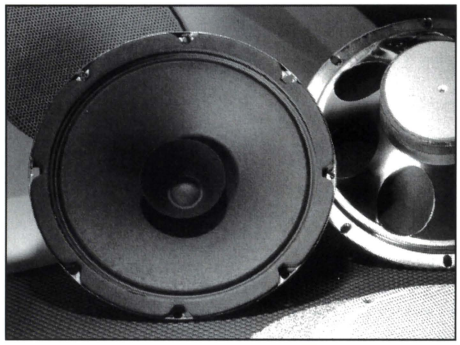

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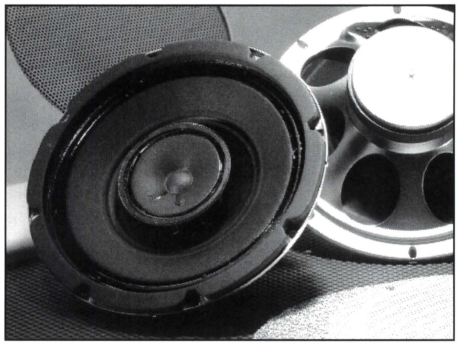

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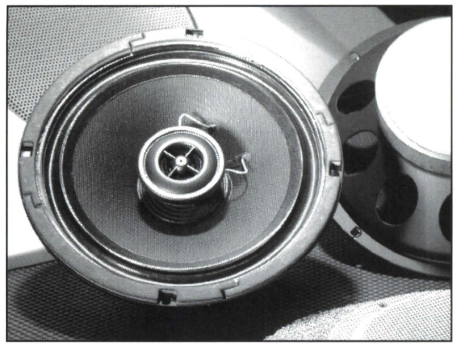

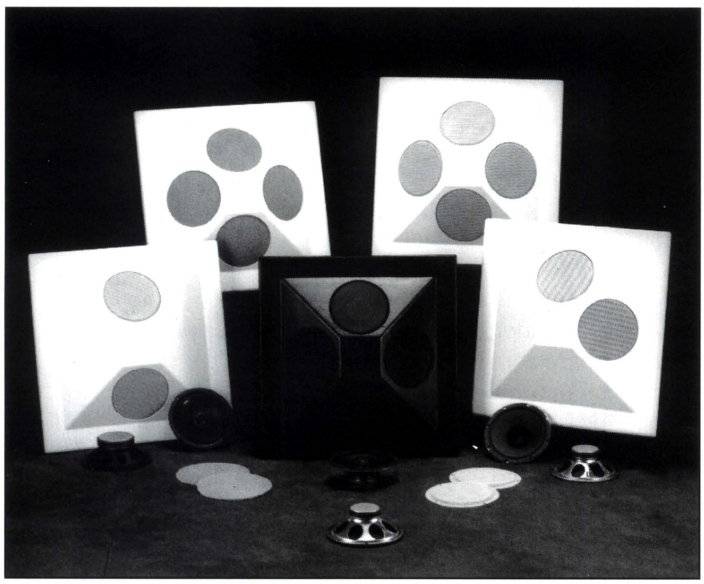

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IMA visitor survey gives market insight

IMA, Germany's amusement industry trade show, conducted a survey of visitor's opinions at its exhibition earlier this year that provides interesting market data.

For the first time, the mostly slot machine fair added a new section devoted to billiards and sports game innovations, referred to as BSI.

The market research institute of Sport und Markt Cologne found that 78.5 percent of the fair guests said they found the new exhibition system and hall layout good, pointing out the need for an area to address the growing market for electronic sports equipment. As a testimonial to the success of this addition, 82 percent of the exhibitors have indicated the desire to exhibit at IMA '97 (Jan. 22-25 in Frankfurt).

Other revelations: the vending exhibition area once dominated by cigarette vending machines now finds more snack and beverage machines such as espresso and coffee dispensers; lighting companies exhibited for the first time; and some arcade operators forced to reduce their range of machines due to state restrictions have turned to bowling equipment, sun beds, and other leisure equipment mixes to fill the gap.

Brent and BACTA promote British coin industry

Get a grip! Delegates at the British Association of District Councils' Tourism and Leisure Conference sample Namco's *Cyber Cycles*.

Brent Leisure Sales, part of the Namco group of companies, and BACTA, the British trade association, recently joined forces to help raise the profile of the amusement industry in the United Kingdom.

Brent supplied 16 games that were used at a conference attended by politicians and officials from towns throughout the United Kingdom. Included were Namco's *Cyber Cycles,* Nova's air hockey tables, Namco's *Alpine Racer,* Dynamo's *Striker* foosball table, Atari's *Hoop It Up,* and Taito's *La Cucaracha.*

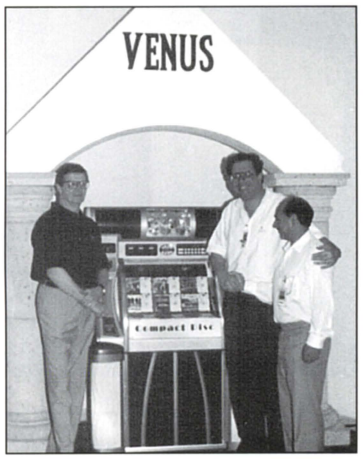
Said Warren Newman, BACTA's chief executive: "The conference, which was organized by the Association of District Councils, represented a public relations success for the industry. By giving the delegates an opportunity to play what was a strong cross section of products it enabled us to break down barriers, challenge some misconceptions, and generally build important bridges for the future. I am extremely grateful to Brent Leisure Sales for their support and assistance."

Rincon hosts meeting

Rincon Musical hosted its annual distributor meeting in Puerto Vallarta, Mexico, this spring and welcomed over 100 attendees representing all regions of Mexico.

The main topic discussed during the business sessions was the future of the coin-op market in Mexico.

A highlight of the meeting was the introduction of Rowe Intl.'s *LaserStar Venus* and *LaserStar Caliente.* Rowe executive vice president Joel Friedman characterized the response to the products as "enthusiastic," saying, "our distributors in Mexico fell in love with the *Venus.*"



From left: David Sadler, Joel Friedman, and Enrique Calderon at Rincon Musical's distributor meeting in Mexico.

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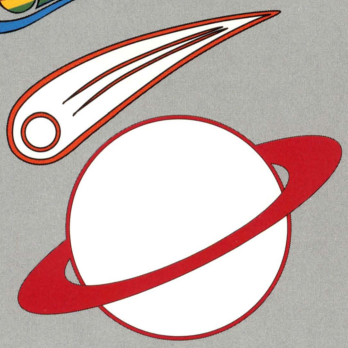

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BROMLEY

Overseas Update

JAPAN (courtesy of *Game Machine*):

- Namco Ltd. and Olympus Optical Co. Ltd., both of Tokyo, Japan, have developed a new head-mounted display for virtual reality applications. It combines the computer graphic technology and 3-D sensor system from Namco with optical technology from Olympus. The head-mounted display will appear first at the Sunshine Nanja Town theme park in Ikebukuro.
- Sega Enterprises Ltd. of Tokyo, Japan, is again expanding the scope of its product line. The company recently purchased four gaming-related companies: Ace Coin Equipment Ltd., Crystal Leisure Ltd. of the United Kingdom, JCM Intl., and Negocio Intl. de Technologia, S.A. in Spain. Ace and JPM are involved with amusement with prize machines in the United Kingdom.

ENGLAND (courtesy of *Amusement Business Europe*):

- Dave & Busters will open in Solihull near Birmingham offering virtual reality, sports simulators, video games, and an amusement only casino.
- As part of its Chapter 11 reorganization plan, Discovery Zone has been closing a number of DZ centers including four locations in the United Kingdom.

Timezone embarks on expansion program

Timezone opened its newest entertainment concept center in Brisbane, Queensland, Australia, this spring as part of a $55 million expansion program.

The first center is in Queen Street Mall, a $2 million investment. Adam Steinberg, general manager of Timezone, said, "The new concept will target an older audience, primarily players who are over 18. Consequently, the center has been created as a total entertainment venue which incorporates video walls playing the latest music clips and sport videos, an impressive entrance foyer, varied lighting effects, and new and exciting interactive entertainment experiences.

"It is more sophisticated and in keeping with the sort of environments our clientele will want to visit," he added. A two-year advertising and promotional campaign will support the expansion. New centers will be created and existing ones will undergo a major redesign.

Timezone is investing heavily in the development of new products and attractions and is currently negotiating the rights to virtual reality technologies for future centers.

Along with the expansion program, the company will develop a new office, manufacturing, and research complex in Perth. Timezone was established in Perth in 1958. It now has over 1,000 employees and more than 70 centers throughout Australia.

International Calendar

July 25-27
SALEX/PARKEX '96, Mart Centre, Sao Paulo, Brazil. Contact John Slattery, +44 161 624-3687; fax +44 161 665 1260.

August 7-8
EXIME, Mexico City, Mexico, Contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086.

September 5-7
European Billiard Expo, Exhibition and Congress Centre, Maastricht, The Netherlands. Call +43 64 127 635; fax +43-64-127-636.

September 12-14
JAMMA '96, Nippon Convention Center, Makuhari Messe, Ciba City, Japan. Contact JAMMA, +81-3-3438-2363; fax +81-3-3438-2721.

September 24-26
International Leisure Industry Week, National Exhibition Centre, Birmingham, United Kingdom. Contact Mark Sherrard, 01932-564455; fax 01932-570860.

September 26-28
Gamexpo '96, Petofi Hall, Budapest, Hungary. Call +36 1 140 2825 (phone and fax).

October 17-20
ENADA, Operative Centre No. 4 at Rome Fair. Contact SAPAR-AGIS, (06) 440-3686; fax (06) 440-2718.

November 5-9
AMOAQ '96, Royal Pines Resort, Gold Coast, Queensland, Australia. Contact Ken Priest, 01-7-3841-1021; fax 01-7-3841-1332.

November 26-29
Induferias '96, Valencia, Spain. Call 34 96-386-1100; fax 34 96 363-6111.

November 28-30
JAMMA Hong Kong, Hong Kong Convention Centre, Hong Kong. Call +813 3438 2363; fax +813 3438 2721.

December 10-13
Amusexpo/Forainexpo '96, Le Bourget Parc des Expositions, Paris, France. Call +33 1 4756 2107; fax +33 1 4756 2110. ▲

Users' Reports

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"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

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.800	10,000	.984	7,500
.882	9,000	1.000	7,500
.900	9,000	1.125	6,000

Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
Australian 20¢	5,000	Chile 1 Peso	4,500
Canadian Dollar	6,000	Ecuador 1 Sucre	4,000

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Glasco

"Dependability you can count on, features you need!" That's the motto at Glasco, which is continuing to grow its vending product. The newest addition is a Fresh Brew Coffee and Snack/Candy model with optional capability to add a Cold Can vend function as well.

The new *GSC-3* will fit ideally in the small location or satellite areas needing refreshment and is being offered in two basic configurations. The first combines the Fresh Brew Coffee section with six tray snack/candy capability. The coffee section will feature provisions for hot chocolate, cappuccino, and espresso. Also available will be the combination of coffee, three trays of snacks, and the Cold Can module with eight selections.

In addition to the *GSC-3*, the company offers a wide range of drink and snack vending machines in many different combinations.

For product information, contact Glasco, 12955 Enterprise Way, Bridgeton, MO 63044; (314) 298-3510; fax (314) 298-1309.

Product Line:

Glasco Cafe System 7—A hot beverage dispenser that offers multipricing capabilities and complete transaction accountability. All selection buttons are vertically aligned and easy-to-use with a quick two-button operation for dispensing.

GS-1 and GS-2 Snack Merchandiser—A snack merchandiser featuring shelves that tilt forward and down and adjust up or down in one-inch increments to accommodate different sized items. The larger model holds 10 candy selections and five snack selections; the GS-2 holds eight and four items respectively.

GCC Cold Can Merchandiser—Holding 10 drink selections, the machine is simple to load and service and comes with a full five-year warranty.

GIC-4 Ice Cream Merchandiser—The machine is designed to vend four different frozen ice cream products with canisters in both standard and gourmet sizes.

GSC-3 coffee and snack vendor

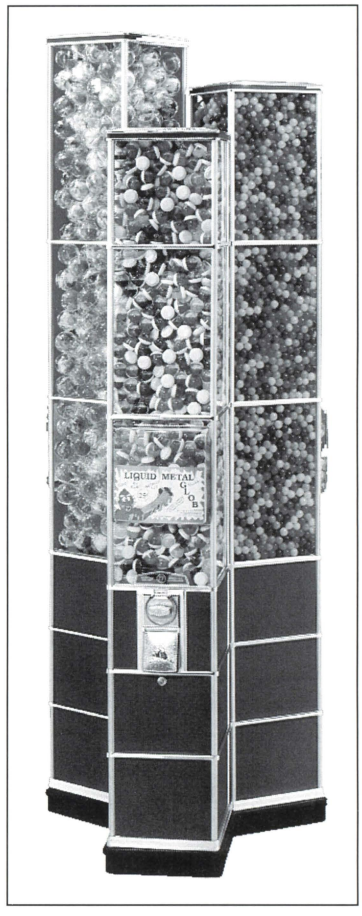
Machine-O-Matic

Machine-O-Matic Ltd. has been manufacturing the Beaver line of bulk vending machines and stands for over 30 years, which gives the company a unique perspective on this segment of the industry.

With hundreds of innovations to its credit, Machine-O-Matic strives to continually improve, refine, adapt, and invent new bulk vending displays and new ways to reliably vend products.

The second-generation family-run business is directed by Josef and Bernie Schwarzli. They have made the Beaver name synonymous with quality, innovation, and leadership. With unlimited combinations of machines, stands, displays, and colors, locations can benefit by utilizing even one or two square feet of floor area to handle candy, nuts, gum, and capsule novelties.

Machine-O-Matic officials consider their Beaver bulk vending equipment "a high revenue income source, whether on its own or as part of a diversified coin-op vending business," and view the '90s as "a major turning point in bulk vending."



Tri Tower

The company's predictions: "There are still the part-time shirt-sleeve peanut machine operators, but the trend toward professional operators running efficient companies, using new equipment and methods, has opened the doors to many high line locations which were previously unattainable. We anticipate continued growth, new opportunities, new markets, and new trends that will maintain the momentum for the near future."

For product information, contact Machine-O-Matic Ltd., 1341 Kerrisdale Blvd., Newmarket, Ontario, Canada L3Y 7V1, (800) 265-6772 (USA) or (905) 836-4700; fax (905) 836-4737.

Product Line:

Island Vender—Choose from over a dozen models made of durable, hand-polished, chrome-plated parts.

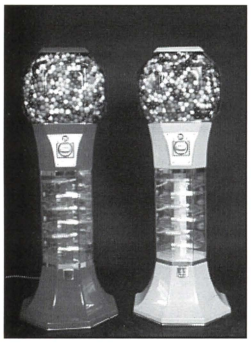
Treasure Island—Order in sizes from 4' to 14'; accommodates up to 64 machines vending gum, candy, and capsules.

Tri-Tower—Three-tiered unit at three different heights vending any capsules, gum, and candy items. The base is cast metal.

Innovative Vending

Steve and Al Godfrey of Innovative Vending Inc. in Phoenix, Ariz., are firm believers in the old adage that necessity is the motherhood of invention.

Their company had been making components for bulk vending machines for a number of years when they turned their attention to the need for a new high quality, upscale vending machine with improved features.



Switchback

Innovative's new *Switchback* is the first of several planned projects for the Godfreys; the machine is available in a standard version or with flashing neon lights, as well as dual vend *Gumball Racer* and large capsule versions.

"We at Innovative Vending feel that although the large gumball machines are still doing fairly well, people are starting to get tired of seeing the same old spiral machines everywhere you look," said Steve. "The *Switchback*, however, offers a different delivery system and a much more upscale looking machine for all those special locations where spiral machines just don't fit.

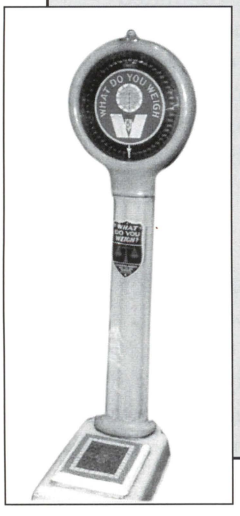
"Also route operators are looking for something different to rotate out spiral machines that have decreasing sales. The industry is becoming more sophisticated and is looking for different specialty machines. At Innovative we are rushing to satisfy those needs with different specialty machines."

For product information, contact Innovative Vending Inc., 1826 N. 27th Ave., Phoenix, AZ 85009; (888) 272-7151; fax (602) 278-7324.

Berning Scale Service

Bill and Jan Berning have a long history of providing antique coin-op scales for restaurants, stores, amusement parks, and family entertainment centers.

Since themed locations are popular today, especially focusing on the era of the '40s and '50s, nostalgic scales are a natural fit. The Bernings specialize in Watling scales, but can supply all types of scales along with replacement parts. In addition, they rebuild and restore coin-op scales.



Classic Scale

For product information, contact Berning Scale Service, P.O. Box 41414, Chicago, Il 60641; (847) 587-1839.

Product Line:

Coin-op scales and parts including horoscope and fortune scales.

A & A/Parkway

After 55 years in business the staff at A & A Co./Parkway Machine Corp. has grown and adapted to meet the needs of its customers.

The company, which is headed by president Edward Kovens and sales manager Brian Kovens, now offers the widest selection of bulk vending machines, gum, candy, toys, and capsules to provide operators with whatever they may need.

A & A/Parkway's Wayne Brinkley explained the company's views on the outlook for this market: "The bulk vending industry is continuing to grow at a steady clip. Many new locations are becoming available for bulk vending. Street operators looking to maximize their profits and spread the cost over a wider base can accomplish this by adding bulk vending in their current locations. The difficult part is getting the location; once you have it, bulk vending is much easier.

The Zipper

"We try to make the operators' jobs easier by improving the look and image of our equipment to be more upscale. The *PM* series offers a wide selection including new globe configurations with increased capacities and unique looks to reduce the number of service calls and add to profits. In addition, we offer new stand designs with a high level appearance, unmatched stability, and safety."

For product information, contact A & A Co./Parkway Machine Corp., 2301 York Road, Timonium, MD 21093; (800) 638-6000 or (410) 252-1020; fax (410) 252-7137.

Product Line:

Baby Zipper (with Roller Coaster Track)—Vending unit with all the benefits of the larger spiral gumball machines and the flexibility of being mounted on a rack stand.

The Zipper—Single-vend spiral gumball vendor with a Victor 77 drop-through coin mech, large pull-out cash box, 24" base, chrome top, and custom colors.

Triple Crown—Three-selection candy and capsule vendor.

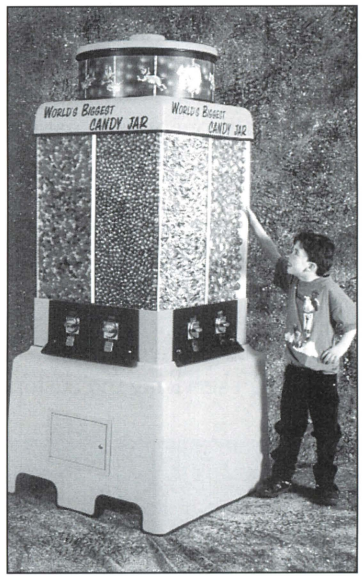
Victor Legacy—Gum, novelty, and capsule vendor.

Carousel Stand—A carnival-themed fiberglass vending stand that can put up to 10 vending units within easy reach of customers.

Also available: a complete line of *PM Elite, PM Premier,* and *PM Supreme* vendors; *Jack's Giant* and *The Flintstones* gumball machines; and a multitude of stands and rack stands.

The Mentor Group

When the minds at The Mentor Group, a Canadian manufacturer of vending machines, went to develop its newest product they were thinking big, even global. The *World's Biggest Candy Jar* operates like a candy store without the associated overhead costs.



The *World's Biggest Candy Jar*

The design patented, attractive free-standing or wall-mounted units are ideally located in shopping centers, arcades, fun centers, and many other venues with high traffic. The largest machine takes up nine square feet, weighs 325 pounds when empty, and holds 15 cubic feet of product—roughly 20,000 gumballs.

There are five different product choices including square, half-square, round, and half-round configurations. Each machine will vend anywhere from four to 12 different product choices. Corporate color schemes, logo designs, and packaging are available.

"We sold $2 million worth of machines in Canada in the first year," said company president Chris Lock. "We think it's time that location managers, vending route operators, and the public had more variety in product designs and choices."

For product information, contact The Mentor Group, Main Floor, 750 - 11 Street S.W., Calgary, Alberta, T2P 3N7; (403) 269-6060; fax (403) 269-6041.

Penny/Quarter Presser

Eurolink

Hand-crafted, period-look oak cabinets are a trademark of Eurolink, the California-based maker of the fully automatic *Penny Presser* that delivers a unique hand-pressed penny souvenir to location guests. Locations can choose to have either their logo or selected wording imprinted on the keepsake.

Eurolink took this souvenir unit one step further when it introduced the *Quarter Press* machine at IAAPA '95.

The company prides itself on its custom cabinet designs and high quality die engraving. Eurolink machines can be found in theme parks, zoos, museums, and historical landmarks throughout the United States, Great Britain, Europe, New Zealand, and Australia.

For product information, contact Eurolink, 930 Huber St., Suite H, Grover Beach, CA 93433; (805) 481-4507; fax (805) 481-4512.

Product Line:

Penny/Quarter Presser—Personalized souvenir unit in upright oak cabinet with illuminated marquee, scratch-resistant Lexan viewing window, and state-of-the-art solid-state electronic control system (accommodates both pennies and quarters). Dimensions: 20" deep x 17" wide x 55" high.

Big Top Gumball

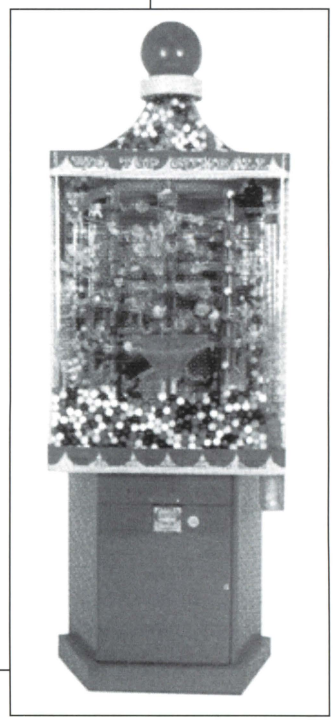
Lights. Sound. Action. It's all there with the *Big Top Gumball* machine, a product of the eponymously named company which features an exciting show sure to bring repeat customers.

Single vends take up to 20 seconds while the gumball travels through a maze of ramps, chutes, and slides populated with all the familiar circus animals, who respond to the passing product with lighted eyes and indigenous sounds.

The unit can hold close to 5,000 gumballs and is constructed of 12-gauge steel. Lexan windows cover three sides of the machine for better visual access to the show.

Standard features include a two-amp motor, single controlling computer chip, large cashbox, and a Beaver coin mech.

For product information, contact Big Top Gumball Inc., 1715 Broadway, Saugas, MA 01906; (617) 662-4111; fax (617) 322-2213.


The *Big Top Gumball* machine.

P & E Technologies

While the name P & E Technologies is new, the principals that drive the firm are seasoned coin-op members: Phil Cornick, president; Ed Kaba, director of customer service; Mike Marinelli, operations manager; and Mike McWilliams, marketing representative.

Together they follow the company philosophy: "Strive to earn customers' respect and loyalty by providing the highest quality products, best customer service, and technical support possible."

Cornick explained, "Our relationship doesn't end with the sale, it begins with the sale and continues indefinitely through servicing the customers' ongoing needs."

Whack N' Win

He continued, "By combining the fun of playing a game with the satisfaction of receiving vended goods, all in an inexpensive small machine, we have brought the best parts of two successful segments of the industry together and enabled the street operator to provide his shopping centers, arcades, family entertainment centers, convenience stores, pizzerias, movie theaters, truck stops, laundromats, malls, roller or ice skating rinks, and bowling centers a piece of equipment attractive to the younger player, a revenue base which has all too often been ignored."

P & E has focused on this market with its Vendgames, inexpensive prize and/or ticket dispensing games for the four- to 12-year-old age group. Prizes can be gumballs, candy, jawbreakers, superballs, and toy capsules. There are presently two models in the Vendgames series, another will debut at AMOA '96 in Dallas.

For product information, contact P & E Technologies Inc., 500 Central Ave., Atlantic Highlands, NJ 07716; (908) 872-9800; fax (908) 872-0003.

Product Line:

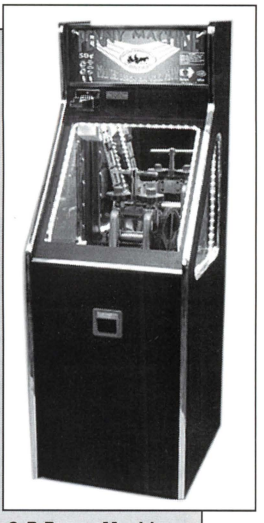
Catch-N-Win—Players use buttons to move a carriage back and forth while trying to catch plastic balls falling through a maze of pins. As a "winner every time" game the player is guaranteed at least one prize but can win more depending on how well he plays.

Whack N' Win—A dinosaur-themed game with fun sounds and graphics. Dinosaur buttons light up and the player must whack all of the lighted buttons before they go out. The object is to win points that translate to prizes.

Copper Memories

Only three square feet are required for the *3-D Penny Machine* from Copper Memories Inc. of Virginia. In one quick step customers can see their penny being turned into a lifetime memento.

Company president John Barrett says, "Our state-of-the-art machines can be custom themed to any location. All ages enjoy using our machines and taking home a reminder of their visit to your location."


3-D Penny Machine

Penny press machines can serve as an advertising tool for locations as well as provide a souvenir of the facility. The pressing mechanism is highly visible and the cabinet is constructed of hardened steel for years of dependability. Copper Memories uses a superior quality die engraving process.

For product information, contact Copper Memories Inc., 2413 Bowland Pkwy., Suite 100, Virginia Beach, VA 23454; (800) 51-PENNY or (804) 431-0465; fax (804) 431-0472.

Product Line:

3-D Penny Machine—One-step operation penny press with picture instructions. Options include color cabinets, token/foreign coins, and foreign signage. Dimensions: 20" wide x 20" deep x 60" high. (Placement programs are available.)

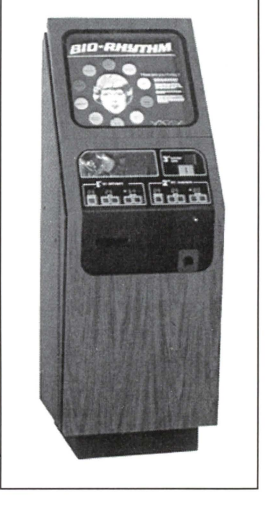
Bio-Rhythm Sales Co.

Charting the deeper meaning behind a players mental and physical rhythms has helped Bio-Rhythm Sales Co. chart its own course of success in the amusement game market.

The *Bio-Rhythm III* is a machine that allows players to chart their physical, mental, and emotional cycles for pre-selected days.

Features include a new cabinet with woodgrain finish, new graphics, single board mechanism, and solid-state reliability. Dimensions: 20-3/4" wide x 22" deep x 53" high.

Bio-Rhythm III



The company also produces tickets and service parts for the Compunetics and Destron biorhythm machines. Commenting on the current market, the company's Glenn Wolcott said: "It's been slow but all of a sudden things have picked up and I'm getting calls from all over the country. It's about time."

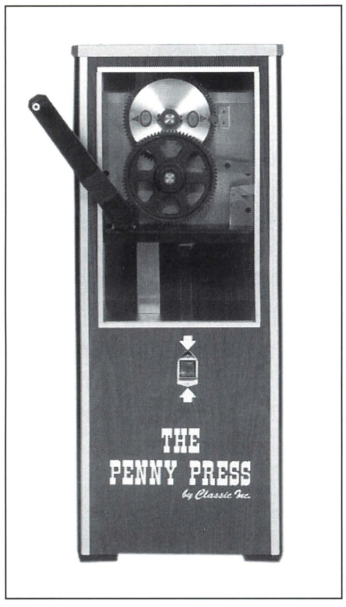
For product information, contact Bio-Rhythm Sales, 2820 A Honolulu Ave., P.O. Box 385, Verdugo City, CA 91046; (818) 249-2077; fax (818) 249-6620.

T.G. Mfg.

Press your own penny souvenir and watch the imprinting as it occurs when using the manual penny press machines made by T.G. Mfg. of New Jersey.

Several generic imprints are available to customers: The Ten Commandments, Our Father prayer, sailboat on the Jersey Shore, I Love You, My Lucky Penny, and Good Luck.

Seasonal locations are some of the best spots for these machines. Other ideal places include fairs, gift shops, amusement parks, family entertainment centers, and restaurants.



The Penny Press

For product information, contact T.G. Mfg. Inc., 299 Old Forks Road, Hammonton, NJ 08037; (800) 847-4302; fax (609) 561-2971.

Product Line:

Model TGP-200 Deluxe—Manual penny press with a choice of generic imprints, two imprint locations, plexiglass windows for visibility from three sides, separate locking doors, ESD coin slide adjustable to 26 or 51 cents per play, interchangeable dies, and heavy-duty 16-gauge steel top cover. Options: custom logos (customer must supply camera-ready artwork).

Model TGP-400 Deluxe—Same features as the Model 200 except with four imprint locations.

Magic Gumball Intl.

The Magician

While earning money in the bulk vending industry isn't a function of magic, it may seem that way with when looking at the opportunities provided by Chatsworth, Calif.,-based Magic Gumball Intl.

While the company offers a wide range of bulk vending merchandise, its flagship product is *The Magician,* an attractive spiral gumball vendor that comes in red blue yellow, purple, or custom colors.

The company offers potential customers three different options for entering the business. The first choice offered retailers is a purchase plan that should bring a return on investment within four months.

Skeptical customers can opt for the second plan where the company will place the machine as part of a profit-sharing plan with an optional loan program for service in areas where the company has no representative.

A third option is to become a distributor that will allow operators to make money, not only in their own location but in others as well.

For product information, Magic Gumball Intl., 9801 Variel Ave., Chatsworth, CA 91311; (800) 576-2020; fax (818) 341-4234.

Peninsula Vending Inc.

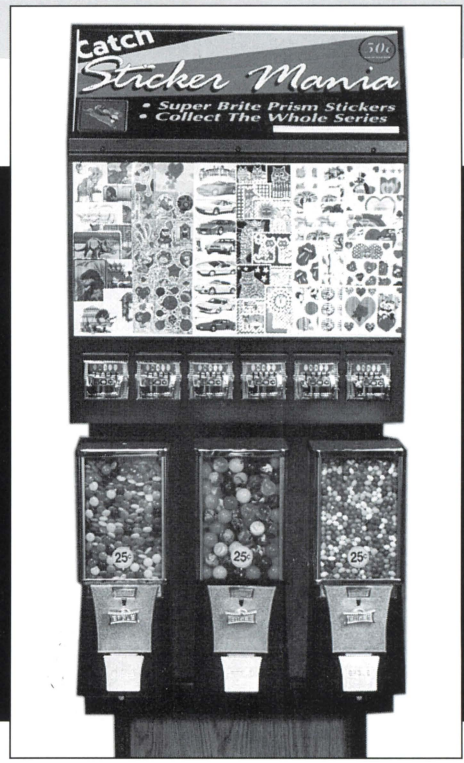
"We like to think of Peninsula Vending as your number one source for the hottest licensed sticker designs, temporary tattoos, and quality flat vending machines. We also distribute bulk vending products like candy, capsules, and other vending products."

For more information, contact Peninsula, 3801 Charter Park Ct., Unit C, San Jose, CA 95136; (408) 978-3588; fax (408) 978-9694.

Product Line:

Flat Vending/Sticker Machines: Available in three, four, and six column models.

Capsule/Candy/Bulk Vending Machines: Available in various models to vend from one-inch to 1-3/4 inch items.



Bulk vending and sticker machines

Mayoni Enterprises

Established in 1982, Mayoni has become a leader in manufacturing bulk vending and impulse machines. They manufacture a complete line at its Pacoima California factory and all are backed by a one-year warranty on parts and labor.

Ziggy the Clown

Product Line:

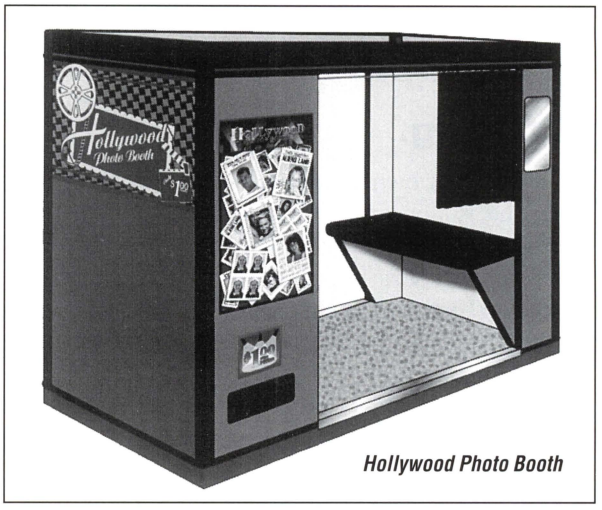
Ziggy the Clown: Kids receive a prize while Ziggy talks, swings, and plays a cheerful jingle.

Bulk Vendors: The line includes *Dinovend, Sergeant Major, Funshuttle,* and *Robovend Zord.*

Impulse machines: *Carmen the Talking Gypsy, Love Meter,* and *Memory Quiz.*

Other machines include personal hygiene, counter top snack vendor, *Compu-Scale,* and *Skipp the Dolphin.*

You can reach Mayoni at 10340 Glenoaks Blvd., Pacoima, CA 91331; (818)899-2488; fax (818)899-0152.



Hollywood Photo Booth

Smart Industries

Smart Industries is a privately owned manufacturer of coin-op amusement games. It was established in 1963 by Gordon Smart and has remained family owned and operated since. Gordon's son Jeff now serves as vice president.

Smart began as a street operator with about 500 games and a traveling arcade. In addition it developed and managed permanent arcades. In 1985 Smart began developing and manufacturing coin-op amusement games. Its products range from cranes and ticket centers to kids redemption to specialty machines.

Product Line:

Hollywood photo booth: Customers get a print-out of a chosen pose. It uses a computer printer rather than film so the cost is much less.

For more information, contact Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317; (515)265-9900; fax (515)265-3148.

CardXpress Vending

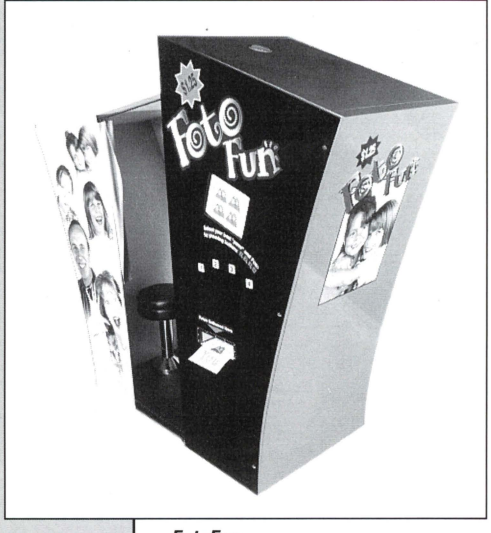
"Photo booths have always had a significant place in the amusement industry. Time has proven that they do not go out of style. Chemically operated photo booths that are 30 years old or even older are still seen in the marketplace. CardXpress Vending has brought to the marketplace new generations of photo machines that are user friendly and environmentally safe. They are built to produce attractive earnings for years to come and guaranteed to be top producers in successful FECs. CardXpress currently operates over 300 locations across the country with machines located in major regional shopping centers, amusement parks, and FECs."

Product Line:

FotoFunXpress: Produces photographic quality pictures in 70 seconds with chemicals. Two sizes are available: ID style and fun shots where the user can experience a "body change" or use one of the nine different backgrounds.

FotoFun: A new style of photo booth. It prints 8.5" x 11" color pictures for a vend price of $1.25 using the latest computer technology.

CardXpress is located at 6 Powder Horn Dr., Warren, NJ 07059; (908)356-7033; fax (908)356-7299.



FotoFun

MultiVend Inc.

MultiVend is the sister company of Vendstar Mfg. and the distributor of the *Vendstar 3000* bulk candy vending machine. Company owner Douglas Cooper has 14 years of route experience that he has put into play in perfecting the design of the *Vendstar 3000*. "There are several different models of bulk vending machines, but most only satisfy some of a vendors needs, but none has satisfied all of an operator's needs until the *Vendstar 3000*," said a company spokesman.

Vendstar 3000

Product Line:

Vendstar 3000: A contemporary three-canister bulk candy vending machine. It features removable/interchangeable product canisters allowing for quick change; steep product chute; Delrin coin mechanism; recessed locks; and a 10-year warranty.

For more information, contact MultiVend, 34 Cleveland Ave., Bay Shore, NY 11706; (516)243-4995; fax (516)243-1073.

Actionmatic Ltd.

Actionmatic Ltd. is a family business managed by Hermie, Ken, and Greg McPhail. It specializes in the *Talking Vendor* and different sized round clear capsules and capsule mixes.

The *Talking Vendor* is a small size 8"x8"x25" and has a speaking device that talks by playing miniature records run by C batteries.

Stock records include English, French, and Spanish, and custom records can be made for any sound.

The *Talking Vendor* is low priced, good for small locations where the larger machines are not profitable. It can vend ball gum, capsules, and small candies. The company also manufacturers four sizes of round capsules for regular bulk vendors and spiral machines.

Product Line:

The Talking Vendor: Small vendor that dispenses various items.

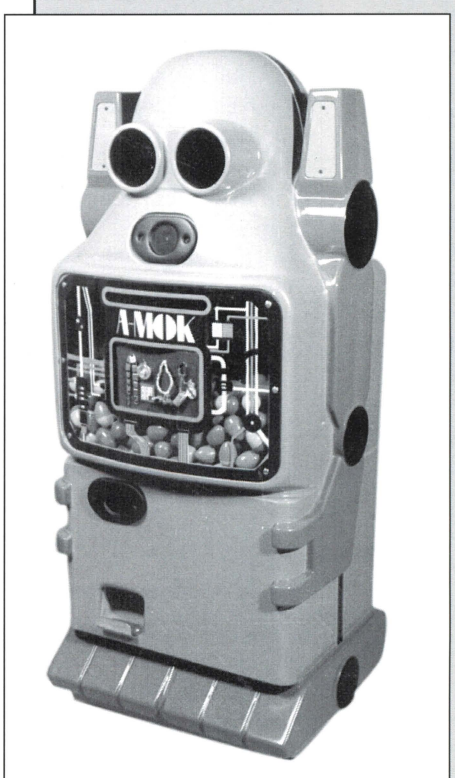
For more information, contact Actionmatic, P.O. Box 326, Chatham, Ontario, Canada N7M 5K5; (519)351-2181; fax (519)351-7304.

FunTecnic Inc.

"FunTecnic's niche is in designing and producing high quality innovative rides, vendors, and playground items for the younger kids. All FunTecnic products are designed to incorporate interactivity. We believe that passive amusement do not make the most of their opportunity to entertain, hence they have reduced income producing power.

"FunTecnic introduced *A-MOK*, an electronic novelty vendor, four years ago. Featuring a modern robot character, A-MOK brought a new element into novelty vending by combining an interactive voice feature, which asks kids their name then repeats it back to them during conversation, with unique cabinet styling to attract and enhance sales. The result is that income from A-MOK exceeds by more than 30 percent that of other novelty vendors.

"But the limiting factor in the United States is coinage. High quality vends require a higher price point. In the U.S. novelty vending is limited to 50 cents. The low standard of product available to vend at 50 cents necessarily limits the appeal of and repeat business from high-end products within the U.S. market. Roll on dollar coin!"

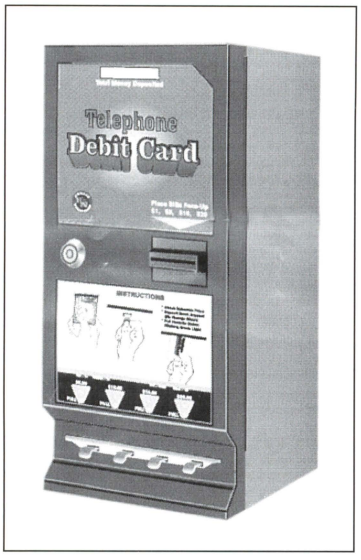


A-MOK

Product Line:

A-MOK: Electronic novelty vendor featuring a modern robot character.

For more information, contact FunTecnic at 7370 NW 36th St., Suite 415G, Miami, FL 33166; (305)592-5932; fax (305)592-6041.



Telephone Debit Card Vendor

U-Seal-It

"U-Seal-It was founded in 1958 based on a new concept: simple to use, wallet size laminating plastic dispensed from a vending machine. Over the years, the company has become the nation's dominate manufacturer of flat vending products and equipment. U-Seal-It is a family owned business, operating with its third generation.

"The natural evolution of U-Seal-It plastic laminate was the development of our newest item, PhotoCard, for which we hold a patent. It's a self laminating credit card size photo frame for your wallet."

Product Line:

Telephone Debit Card Vendor: A four-column, high tech pre-paid phone card vendor featuring a two-line vacuum florescent display. It is enclosed in a payphone enclosure for easy mounting. Prepaid cards are available.

For more information, contact U-Seal-It Co., 22 N. Milpas St., Suite F, Santa Barbara, CA 93103; (805)882-2222; fax (805)882-1193.

APBI Interactive Kiosk Systems

"APBI Interactive Kiosks is the only supplier of highly themed interactive photo kiosks. They are computerized with satellite modern communications for monitoring all activity and downloading image choice changes. Both indoor and outdoor designs are available. These are the only machines to accept coins and bills with change capability. Output product offers eight localized foregrounds as full color postcards in 60 seconds per photo."

Product Line:

Photo booth: Designs for outdoor and indoor use. Available only to locations with 500,000 or more visitors annually.

You can reach APBI at 801 North Fairfax St., Alexandria, VA 22314; (703)519-5656; fax (703)519-5759.

Thaitalian

With a company name reflecting the multicultural roots of its owners (Thai and Italian), Thaitalian caters to operators big and small in all parts of the world.

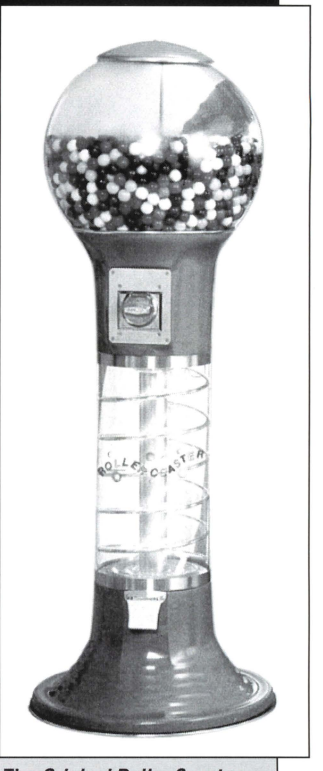
The company also currently operates over 1,000 machines in the Los Angeles/Orange County metro area, as well as operating machines in Seattle, Houston, metro New York, the Carolinas, and Bangkok, Thailand.

Over the past four years, Thaitalian has established distributorships in Japan, Brazil, France, England, Columbia, Peru, and Central America which operate the Roller Coaster as licensees and maintain exclusive agreements for both the company's machines and candy.

The company has a patent pending on a tube that can dispense smaller candy or nuts in the *Roller Coaster* with no mess or cleanup. *Roller Coaster* machines can be custom made, and coin mechs can be supplied to accommodate certain foreign currencies.

"The industry is booming and people are looking forward to new novelties to entertain their customers while they wait," said Thaitalian's Frank Minnella. "

For product information, contact Thaitalian, 12755 Western Ave., Suite C, Garden Grove, CA 92641; (714) 373-3488; fax (714) 373-0328.



The *Original Roller Coaster*

Product Line:

Original Roller Coaster—Features include Lexan globe, automotive quality fiberglass base and lid, 18" globe, 3,000 gumball capacity, and a high-security tubular lock on the lid and coin door. Dimensions: 60" tall x 22' in diameter.

Roller Coaster Jr.—A smaller version with a lifetime warranty on all moving parts and the spiral track. Optional is a candy vend spiral tube for M & M's, Chicklets, Skittles, etc. The machine has a 14" globe and 2,100-gumball capacity. Dimensions: 42" tall x 17' in diameter.

Whirlwind—It features an acrylic DR globe, which is virtually unbreakable; a three-year warranty on all moving parts, and a one-year warranty on the spiral track. Standard are an 18" globe that holds 3,000 gumballs. Dimensions: 60" tall x 22" in diameter.

Creative Products

Creative Products Co., which is an affiliate of the international manufactured goods firm Adapto Inc., offers a wide variety of innovative products that operators will find well suited to the changing bulk vending market.

CPC offers two gumball vending machines: the *Twist* and the *Tornado.* The Twist stands 4'10", holds 3,200 gumballs, and has the added feature of chase lights or a voice kit. The Tornado is 5'10", holds 6,000 gumballs, and also has chase lights or a voice kit as an added feature.

For product information, contact Creative Products, 122 S. Litchfield Road, Goodyear, AZ 85338; (602) 925-6689; fax (602) 925-6688.

The *Twist*

Product Line:

The Transformer—This automatic entertainment vendor gives operators the ability to change the product being vended as well as the look of the machine. The entertainment core can be changed in minutes, and various globe sizes can be used.

The Micro-Transformer—A smaller version of the *Transformer,* it stands 3'8" and also has some of the capabilities of the *Transformer.*

The Elegance—Standing 6' tall, it comes with chase lights as a standard feature and an octagonal globe. The Elegance is capable of vending gumballs, candies, or gourmet coffee beans.

Gumboy—This machine has dimensions of 69" tall x 29" wide x 13" deep and comes with chase lights and a voice or sound kit as a standard feature. It is ideal for kids' locations.

Fun Industries

Over the years Fun Industries has combined mechanical movement with bulk vending to produce some very strong numbers for operators.

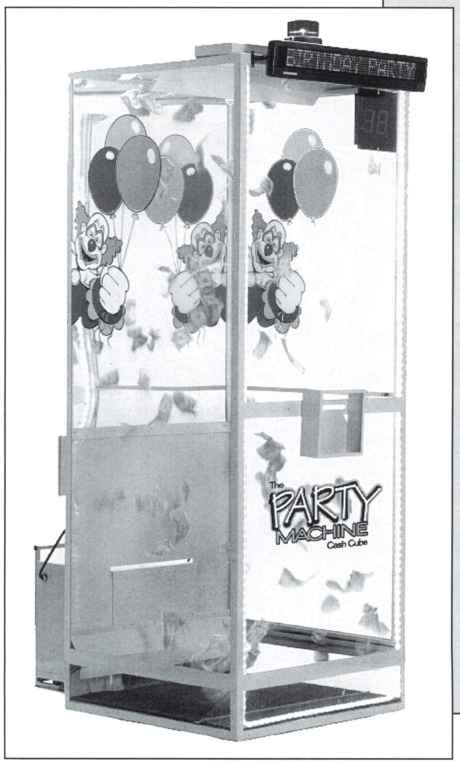
Starting with target shooting games such as *Challenger* and *U.S. Marshall,* the company expanded the line with *Space Shot, Silver Dollar Saloon,* and the ground-breaking *Big Top*—the first gun game to also vend a product. Next came game/vendors *Kick 'N Catch* and *Copy Cat.*

Fun Industries successfully entered the redemption market in 1995 with *Steer Crazy.* In addition, the company offers a series of *Cash Cube* money machines for promotion-minded operators. The newest *Cash Cube* unit is *The Party Machine*; the newest game/vendor unit is *Pop Fly.*

Company co-owner Mel LaForce has this advice: "I think the industry forgets its main concern—FUN. That's why we call ourselves Fun Industries, and that's why the main purpose of our money machines and our *Steer Crazy* redemption game is to create FUN. Stop chasing only the highest earner. Look for fun and variety, then watch your business grow."

For product information, contact Fun Industries Inc., 627 15th Ave., East Moline, IL 61244; (800) 747-1144 or (309) 755-5021; fax (309) 755-1684.

The Party Machine



Product Line:

Pop Fly—A baseball-themed pachinko-styled skill game in which players try to catch the pop fly that falls through the series of pins. The object is to earn scores that translate to vended prizes. The game's footprint is 21" x 21".

Copy Cat—Memory tester/prize vendor that asks players to hit four buttons in the same order as they light up. Features include digital scoring. flashing lights, and sound effects. It can vend candy, gum, superballs, and capsules.

Kick 'N Catch—Novelty skill game and prize vendor with double coin mechs and digital scoring. Options include extended play and sports card dispenser. Also comes with baseball graphics, known as *Little League.*

Also available: *Big Top* and *Silver Dollar Saloon* game and prize vendors with a circus theme and Old West theme, respectively.

The Party Machine—Cheerful clowns and balloons draw attention to this birthday promotion unit that's ideal for FECs. Features include digital electronics, automatic attract mode, and one-button operation. Dimensions: 32.5" wide x 32.5" long x 86" high.

Also available: The original *Cash Cube Money Machine, Hollywood Cash Cube, The Grabber* (compact size), and *The Traveler* (same size as *The Party Machine* with a built-in dolly, designed for the rental industry).

Footnotes Games

Footnotes Games of Dallas, Texas, gives new meaning to the term "toe-tapping" music with the introduction of its coin-op *Footnotes* machine that allows patrons to select a song and follow the lights on the foot-sized keyboard to produce the desired musical results.

Footnotes

Features include a large menu selection board, jumbo buttons, variety of CDs (20 songs on each at one minute each), full harmonic chords, backlit panels, and the highest quality sound. Price options can be made in the field; the security coin box holds up to $800. Dimensions: single unit 48" wide x 16" deep x 67" high; double unit 48" wide x 78" deep x 32" high.

For product information, contact Footnotes Games Inc., 4260 Royal Lane, Dallas, Texas 75229; (800) 673-4203 or (214) 750-7779; fax (214) 750-9660.

XCP Inc.

Model 5002 Phone Card Vendor

"XCP, with manufacturing in Dryden, N.Y., and sales/engineering in New Port Richey, Fla., has been in the vending access control manufacturing and distribution business since 1976. In July we'll mark our 20th year of constant manufacturing for the specialty machine market. Darrell Rademacher founded the company after manufacturing for private use coin-operated copiers and card-controlled vending machines for self-service vending in libraries.

"We've been manufacturing card vendors since 1983 for the debit card library vending market. Recently the new wave of popular phone card vendors has increased this market share for this type of card vendor. XCP has a full line of phone card vendors and components that are distributed through bulk route vendors looking for a large margin profit item such as the prepaid phone card. Phone cards will be the hottest selling product in vending for 1996."

Product Line:

Model 5002 Phone Card Vendor: Vends prepaid phone cards from an attractive display.

For more information, contact David Swan, 7212 US 19, Unit #6, New Port Richey, FL 34652; (813)841-6630; fax (813)845-3640. ▲

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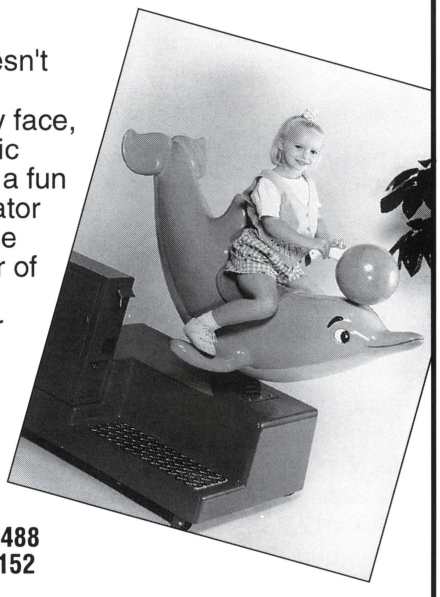

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Prediction: pins up, pessimism down

Gil Pollock of Premier Technology sent us this letter that he received from David Sandler of SVC in Edina, Minn. Gil said, "We feel that this is an optimistic, yet accurate, assessment of the pinball market as it stands today." He asked us to share it with our readers, which we are delighted to do.

David Sandler

High Speed **had players flocking back to pinball in the '80s.**

I sell pinballs so I have a vested interest in the pin market. Over the past year or so my customers have reported a drop in earnings while, of course, the usual degree of required maintenance goes on. As a result, there is a lot of concern right now about pinball's relevance and viability in our market.

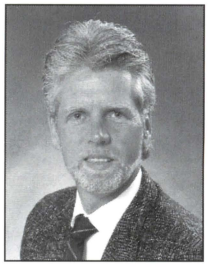
To put it in perspective, pinball has been with us for over 70 years. Moreover, the pinball related amusement concept goes way back. There have been, for sure, times when pinballs were very popular and times when this was not the case. But overall, pinball continuity has gone on. During my 23 years in the coin-op industry I have seen three downturns in pinball: one in the late '70s, one in the mid '80s, and the current one. But pinball has always come back.

Pinball interest is not constant. Its relative popularity hinges on many variables such as the attention going towards competitive amusement forms and the quality and innovative aspects of pinball itself. It seems in my lifetime that the resurgence of pinball is initiated by a fabulous new game with a new, catchy wrinkle. In the '70s it was *Flash* and *Black Knight.* In the '80s it was *High Speed* and later *The Addams Family.* Recently such offerings as *Big Hurt* have helped buoy up pinball interest.

If pinball waxes eternal, what is required to keep the operators' faith alive when the return on investment is sagging? First, manufacturers must commit to continuing and even escalating the level of innovation in new product. Secondly, operators must resolve to invest in this amusement form with close attention paid to running clean, well-percentaged games.

If you believe in buying stocks when they're down, jump on the pinball wagon now because I guarantee that pinball is coming back. When it does we all stand to benefit as we have so many times in the past. ▲

Steve McCaul



Ticket percentaging and prize values

I will begin with the basic rules, and later I'll cover how to be creative with ticket percentaging and the number of tickets you pay out of your games.

To begin with, "How many tickets should I be vending from my games?" When setting games in your room, start with setting each game to pay an average of six to eight tickets per coin dropped into your cash box. Almost all games have recommended factory settings in their manuals.

Make sure those settings will give you the six to eight ticket vend per coin. If not, set accordingly. When I say six to eight tickets per vend, I don't mean that every time your customers deposit a coin, they get six to eight tickets. Sometimes a customer will get three tickets; sometimes he'll get 12 or better depending on his skill in playing the game. (We are talking averages.)

Kids love the tickets as much as the fun of playing the game!

The most commonly asked questions of the redemption business are both controversial and misunderstood: "How many tickets should my games be paying out?" and "What ticket values do I place on my prizes?"

Establishing an average

Over a three to four week period take readings of both coins and tickets (on a weekly basis), and divide the number of tickets vended by the number of coins in your cash box.

For example, your game took in $100, which is 400 quarters. The game paid out 2,800 tickets. Divide 2,800 (tickets) by 400 (quarters) and you'll get an average of seven tickets per each coin that is in the cash box. REMEMBER: your customer should always receive at least some tickets for his effort, or he will not have the desire to play again.

Pricing prizes

Once your games are set with the proper ticket payout, the next step is pricing the product your customers are playing for. You should mark your prizes as follows: if the cost to you is $1 (should be wholesale cost and include shipping and handling costs), you should mark the item at 100 points (one cent per point). When a customer is playing the

game, he will have dropped into the cash box close to the retail price or better of that product.

By this time he will have won enough tickets to redeem the prize he is trying to win or has been saving for. Again, you should be pricing your product at one cent per point. I mentioned that shipping and handling charges should be figured in also. For example, the item cost (wholesale) $1, with 15 percent added for shipping and handling charges. The item will now be placed on the shelf for 115 points.

You must understand that you are now in the retail business. You are retailing your product through the games by buying wholesale and getting back retail through your cash box. Based on the seven-ticket average paying out from your games, and using our 115-point item, you can figure out how much profit per item you are getting for each prize that your customers redeem.

For example, take the 115-point item, divide by seven (ticket average), and you get 16 coins. Then multiply the 16 coins by 25 cents and it comes out to $4. This amount will be deposited in your cash box for the item you paid $1.15 for.

"You should be pricing your product at one cent per point."

That's a $2.85 profit, a 350 percent markup on every item redeemed.

This is an example of one item and how the system works. You should now envision the possibilities. There will be many items in your redemption counter and all will be returning a generous profit to you. This is just a starting point; stick to this formula and don't vary.

If you try to double your points, or give out fewer tickets (get greedy), your customers will feel they are being cheated (and they are). It won't take long before your redemption business begins to fail. Your customers will then understand that they are paying way too much for the prizes you are offering. Remember, you are providing fun and entertainment while retailing the product to your customers.

In future articles I'll be discussing many of the variations of ticket percentaging and prize value settings to increase your profits and keep your customers satisfied at the same time. ▲

Steve McCaul is with Global Coin Equipment Exchange and can be reached at (617)585-8600 or fax (617)585-8399.

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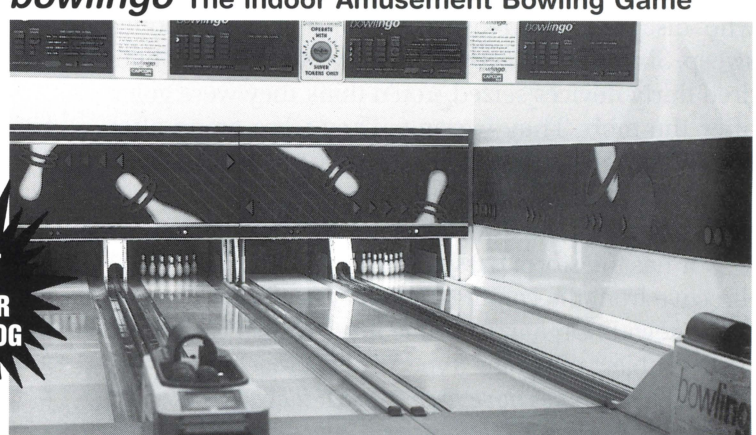

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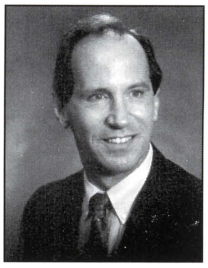
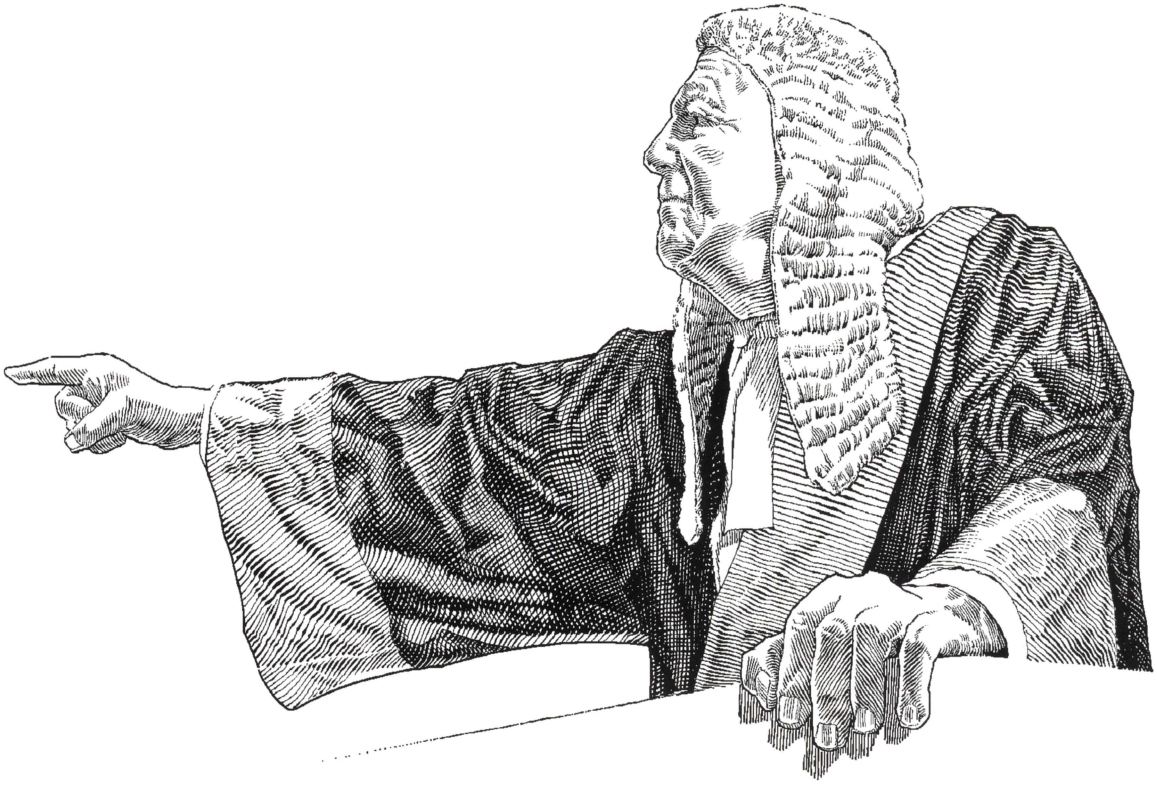
Tom Fricke



The law on cranes



Cranes are innocent devices. We all know that. It wasn't too long ago that there were many policemen who disagreed with us. Envision a massive police sweep. Sixty vice detectives serving warrants. One hundred thirty devices seized. You'd think they were going after the mob. They weren't. They were going after cranes. This happened in Los Angeles—in 1988. It was, in my view, a most spectacular misallocation of enforcement resources, but it wasn't an isolated instance.

Nor has the storm passed. Here is the text of a 1994 directive from the commanding officer of the Connecticut Statewide Organized Crime Investigative Task Force on the subject of "Crane Type Vending Machines":

"These machines have been deemed illegal, as they are games of chance, not entertainment, and therefore are considered gambling devices. Since most businessmen and other persons do not realize these machines are illegal, I suggest you notify the manager of the above gaming facility and have the machines removed. The State's Attorneys in the various jurisdictions have indicated they will prosecute continued violations of this type."

Cranes have been around for more than 60 years. Until location-based entertainment rediscovered them in the 1980s, law enforcement had, by and large, left them alone. Since 1932, only 12 cases involving cranes reached the appellate level in connection with a forfeiture or other enforcement proceeding. I am talking about all 50 states and the federal courts. This is an insignificant volume of litigation when you compare it with the countless appeals of video poker cases.

As described in this small number of court opinions, the pre-'80s crane did involve much more chance in its operation than the crane we use today. The biggest dif-

ference is that the old-style crane didn't allow the player much chance to position the claw right above his target. Rather, the player's challenge was to position the claw somewhere near the target and then get it to swing out to the target on its way down.

This looked too much like luck, so pre-'80s cranes didn't do very well in the courts. In fact, the crane lost in every case but one. (In the single case where the crane won, the reason wasn't very helpful. A door in the cabinet separated the player from the prize delivery area, and the door was locked.)

"In the last decade, eight states have updated their gambling laws specifically to recognize the harmless nature of crane amusement redemption."

Even if in some people's opinions the pre-'80s crane was to be regarded generically as contraband, cranes have been treated pretty well by legislatures. Even the Federal Gambling Devices Act (which embodies all of the fervor of the Kefauver Commission and Bobby Kennedy's crusades) provides an exception for the type of crane in common use, in 1962 and before: "any so-called claw, crane, or digger machine and similar devices which are not operated by coin, are activated by a crank, and are designed and manufactured primarily for use at carnivals or county or state fairs."

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In the last decade, eight states have updated their gambling laws specifically to recognize the harmless nature of crane amusement redemption. Some legislatures have struggled with technical standards to promote fairness to customers. (The states and their standards are shown below. The list doesn't include administrative regulations from Washington State or New Jersey, agricultural fair regulations, or local ordinances.)

At the same time, cranes have done pretty well with the Attorneys General. Between 1986 and 1989, the Attorneys General of Louisiana, Kansas, Montana, and Florida issued public opinions about cranes. In Louisiana and Kansas, the Attorney General said cranes were lawful. In Montana, the Attorney General said they weren't. In Florida, the Attorney General said, in effect, it's a fact question.

Meanwhile, back in California (in 1990) a fellow got busted for the monstrous crime of having potentiometers on this 38 cranes. You see, California is one of those states with a law that says if a machine can be easily modified to be a game of chance, then it is a game of chance in the eyes of the law. The prevailing interpretation was that a potentiometer allowed you to change the game in a way which the law prohibited. That's all it was—an informal interpretation. It wasn't in the statute. There was no Attorney General's opinion that said this. There were no opinions of the court of appeals to look to for guidance. There were no regulations. How could he have been required to know? ▲

Tom Fricke, who is a St. Louis-based attorney specializing in the amusement game business, reminds readers that his column is commentary, not legal advice.

Exceptions for cranes

State	Year Enacted	Coverage	Standard
Arizona	1986	Cranes Only	* Played for entertainment * Player actively participates * Outcome does not depend to a material degree on chance * Prizes are not offered a lure to separate players from their money * Merchandise only * Prize limits: single play $4; buildup $35 * Operator may not overstate retail prize value * Compatible mechanism and prizes required
Colorado	1995	Cranes	* Prize value limit is $25 wholesale
Connecticut	1995	Cranes	* Must involve some skill * Player must be able to control timing of the claw or grasping device * Time remaining must be displayed * Prize and claw must be compatible * Prize value limit: $10 wholesale or, if less,10 times the charge for a single play
Georgia	1991	Cranes	* Time remaining must be displayed * Must have claw close control * Prize value limit: $5 wholesale or, if less,10 times the charge for a single play
Illinois	1987	Merchandisers	* Must involve skill * Prize value limit: $5 wholesale or, if less, seven times the charge for a single play
Michigan	1988	Cranes	* Potentiometers and "self-regulating claw" prohibited *Prizes limited to toys, novelties, and (added in 1996) edible items * Prize value limit: $3.75 wholesale * Display a sign disclosing that the crane is licensed by the state. This year's amendment removed the requirement of a state license
Wisconsin	1987	Cranes	* Same as Illinois

* Must be licensed by the state

ASAHI SEIKO opens U.S. headquarters

The staff of Asahi Seiko USA gathers at the entrance to new company headquarters in Las Vegas. Nev.

After seven years of unprecedented growth, coin handling equipment manufacturer Asahi Seiko USA has opened a 24,600-square-foot facility in Las Vegas, Nev., to accommodate its executive, sales, and accounting staffs, as well as research and development and engineering personnel.

In addition, the new building will handle the assembly and production of Asahi Seiko products domestically. It is located at the Hughes Airport Center near the McCarran Airport.

The grand opening coincided with the International Gaming and Business Expo, during which time the company hosted a party at the Mirage Hotel & Casino and a ribbon cutting ceremony at the new headquar-

Top left: Presiding at the ribbon cutting ceremony: Mr. Chris "Kaz" Abe (l), president of Asahi Seiko USA, and Mr. Hiroshi Abe, president of Asahi Seiko Co. Ltd.; Top right: The automated warehouse features push-back racking; an electric parts carousel; and automatic tape, strap, and shrink wrap machines; Bottom left: Mr. Chris "Kaz" Abe (l) with the sales staff: Pamela Hugill-Schaeffer, sales manager; Lawrence Brown, sales representative; and Tammie Boyle, executive sales assistant.

ters. Mr. Hiroshi Abe, president of Asahi Seiko Co. Ltd. in Tokyo, Japan, and Mr. Chris "Kaz" Abe, president of Asahi Seiko USA Inc., presided at the ceremony.

Guests were treated to a string trio and tours of the new manufacturing and assembly lines, automated warehouse, and executive offices. Refreshments included an array of international foods accompanied by live jazz.

Asahi Seiko also opened an office in England recently to handle research and development, sales, and marketing.

The company services all fields of gaming, amusement, vending, banking, and transportation industries in the United States, and continues to seek opportunities to gain customers from every corner of the globe designating Asahi Seiko products for all coin, bill, and card-dispensing applications.

The U.S. branch, which opened with five employees in 1989, now has a staff of 25 and generates $15 million in sales. New U.S. headquarters are located at 6644 Paradise Road, Las Vegas, NV 89119; (702) 260-6666; fax (702) 260-6486. ▲

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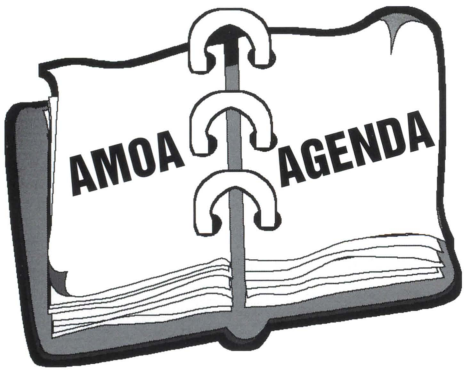

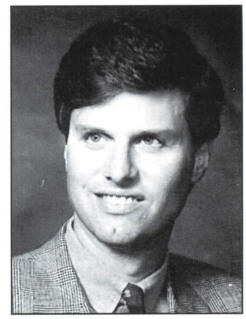

Randy Chilton
AMOA President

Welcome to the Total Customer Satisfaction Rally

In the "everything old is new again" vein, a progressive company energizes its staff through a pep rally dedicated to service.

As a member of AMOA's board of directors I find myself getting to see the insides of many different companies around the country, and I learn something with each visit.

I had such an experience May 16 at A.H. Vending and Food Services located in the Chicago area. I attended A.H.'s TCS (Total Customer Satisfaction) Rally. Don Hesch, owner of A.H. Vending, treasurer of AMOA, and chairman of NAMA, told me that his company had something really big planned at 4 p.m. that day, as he picked me up at the airport. I was going to Chicago for an AMOA meeting later that evening. The first stop, however, was A.H. Vending.

This meeting was just for his vending employees (the amusement employees had plans of their own), so there were only 210 employees at this rally. To set the stage for this event, Hesch had all company vehicles removed from the warehouse and parked outside the building along the road that leads to A.H. Vending.

I don't know how many vehicles were there, but it looked like an auto convention featuring white step vans, each one spotless, proudly bearing the name A.H. Vending and Food Services. The warehouse, now empty and spotless as well, was complete with folding chairs (theater-style), a platform, and oh yes, two more A.H. Vending white step vans as a backdrop behind the stage.

Draped from the ceiling and framed on the walls were banners and nicely framed posters declaring "We Put Customers #1," and key phrases strategically placed throughout the complex proclaiming "Quality," "Attitude," "Excellence," "Teamwork," "Success," "Innovation," "Trust," "Credibility," and "Partnership," to name a few. I'm getting a charge just writing this.

The house was full. The lights went out. Blaring from a Seeburg CD jukebox, with a complement of exterior speakers, was the Alan Parsons Project song, "Eye in the Sky." For those few who don't tune in the Chicago Bulls basketball games, this is the song played at home games when the team is introduced.

Flood lights focused on a spinning glass ball installed on the ceiling just

Don Hesch of A.H. Vending and Food Services.

for the occasion. It reminded me of a skating rink during "couples skate." Then came the introduction: "And now, from Rolling Meadows, Illinois, standing 6'2" tall, your chief operating officer of A.H. Vending, Mr. Don Hesch."

I would like to say the crowd went wild, but it was very appreciative, polite applause from the employees as Don dashed down the aisle to make his opening remarks. The fireworks display (a guy lit a box of Black Cats in the corner) was effective but smoky.

Don set the theme for the next two hours of speeches. The event was singularly focused on the importance of providing Total Customer Satisfaction to all A.H. Vending customers. It was far more than a speech by the boss. Special invited guest speakers included customers of A.H. Vending who spoke about what they expected from their vendors, like A.H. Vending, and how the vendor meets those needs.

Representatives from Cherry Electrical Products, United Airlines, Carter-Hoffman, and Harris Bank in Arlington all spoke to A.H. Vending employees about the topic of Total Customer Satisfaction. I was impressed that they had customers willing to give up their afternoons to go to a vendor's office to give a pep talk to the employees about customer service. It says something about the level of performance that A.H. Vending must deliver to get that kind of support from its customers.

Here's some standard facts about customer satisfaction that deserve repeating (reprinted from A.H. Vending's TCS flyer):

1. It costs six times more to attract a new customer than it does to keep an existing one.

2. A typical dissatisfied customer will tell eight to 10 people about their problem.

3. Seven of 10 complaining customers will do business with you again, if you resolve the complaint in their favor.

4. If you resolve a complaint on the spot, 95 percent will do business with you again.

5. Of those customers who quit, 68 percent do so because of an attitude of indifference by the company or a specific individual.

6. Good long-standing customers are worth so much, industries that reduce customer defections by as little as five points can double profits.

All of the different divisions of A.H. Vending competed for the best appetizer tray. The preparations were very impressive.

I was most impressed that Don and his managers took the time to organize this event. It required many hours of preparation and was an additional expense that could have been justified away, I'm sure, in a tight budget meeting. It shows where the company puts its priorities: in its people.

This isn't just something they decided to do. The origins are found in group "think tank" sessions conducted at A.H. Vending. They have different groups that deal with various issues, and are charged with coming up with solutions to problems and being proactive to prevent problems from occurring.

The employees seemed to really appreciate Don and his family and what they do to provide for their employees. That translates to the employees providing for A.H. Vending's customers.

At the end of my stay in Chicago it was time for me to leave. Because of a prior commitment, Don had one of his employees take me to the airport. Finally, I had an A.H. Vending employee all to myself. This was my opportunity to get the real scoop on the company. I learned it's a real deal. As it turned out, this employee was genuinely enthused and motivated about his work at A.H. Vending. How refreshing. ▲

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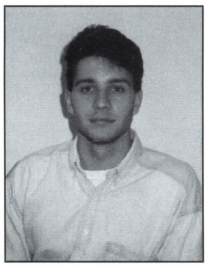
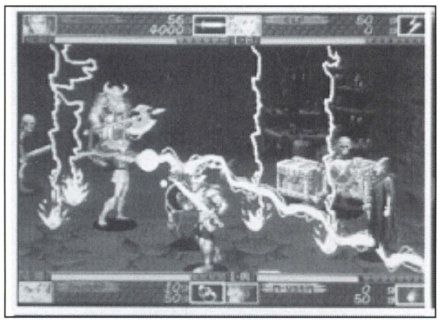
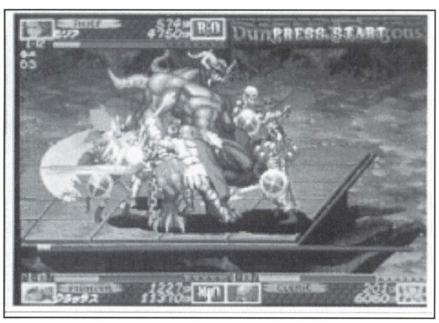
Greg Reeves



Sequels come fast, furious, and ultimately satisfying

In the can-you-improve-on-this category three manufacturers have released sequels to successful games that take players on new adventures with time-proven characters and familiar story lines.





Twelve characters and 18 new levels await players in Capcom's Dungeons & Dragons-Shadow Over Mystara.

A new family fun center/game room recently opened here in the San Antonio area, challenging a couple of established arcade chains. Dubbed Cyber-Zone, it advertises itself as a "game room of the future." It does not seem overly different at first glance until you discover that it was the brainchild of an ambitious 22-year-old backed by trusting investors.

Cyber-Zone's owner/manager orders only up-to-the-minute new equipment, often before any other arcades in Texas. What's more, as games lose popularity months later, they are promptly removed and replaced by current kits or simulators. Plans for a second location and an expansion of the first site are already underway. It is evident that the "new game" policy works. It is nice to see someone near my age take a chance on an industry that gave him much enjoyment during childhood and continues to do so.

A visit to Cyber-Zone meant time to explore three new video titles: D*ungeons & Dragons-Shadow Over Mystara, Real Bout Fatal Fury*, and *NBA Hang Time.*

Dungeons & Dragons-Shadow Over Mystara/Capcom

Theme: At last, a sequel to Capcom's first *D & D* adaptation of two years ago has been released, picking up the story where *Tower of Doom* ended. For newcomers, *Dungeons & Dragons* is a role-playing game by TSR popularized in the '80s. It makes use of several players who control mythical characters, and a Dungeon Master who guides them through various adventures.

The format makes the transition to the video screen quite well, with the computer controlling player advancement through magical lands, and players having easy access to many weapons and spells found in TSR's companion tomes.

Tower of Doom made four characters available; *Mystara* adds two more to the roster. Each warrior type has his or her own strengths and weaknesses: the fighter is a formidable weapons expert but lacks spells; the elf uses both magic and bladed weapons moderately well; the cleric is able to heal fellow players; the thief performs special attacks; the magic-user has many spells but no large weapons; and the dwarf swings a mean axe. In addition to these individual powers, many items are available to be collected and used any time during the game.

Several levels of the land of *Mystara* are traversed, where players encounter trolls, goblins, orcs, and more intimidating creatures to liberate from evil.

Graphics: Virtually identical to the previous *D & D* game, *Mystara* features third-person, right-to-left scrolling scenery, comparable also to Capcom's *Knights of the Round* or Sega's *Golden Axe* series. Backgrounds capture the terrain characteristics of TSR's fantasy realm very well, from the beginning levels depicting primitive villages in valleys to later levels inside strongholds and on cliff faces.

Character sprites are standard Capcom bit graphics, but are surprisingly detailed in clothing and hand-held weapons, right down to the pouches and cloak straps. The true visual treat is witnessed during spell-casting when various magical attacks fill the entire screen, such as the fiery meteor swarm or the bright magic missiles.

The definitive fighting game for SNK's Neo-Geo is Real Bout Fatal Fury.

All 29 NBA teams are represented in Midway's NBA Hang Time.

Controls: Much like *Tower of Doom*, the player uses an attack button for hand-held weapons, a jump button to avoid oncoming attacks, a select button to choose among collected weapons and spells, and a magic button to activate the item currently chosen. The joystick allows lateral movement and some advancing/receding.

Game Play: Once a warrior is chosen, the player begins the game at a level zero rating, increasing as rounds are completed. Along the way, gold coins are collected to raise the buying purse, and chests are cautiously opened to acquire magic scrolls and bladed weapons.

Opponents straight out of TSR's Monster Manual and Creature Compendium assault the player on his voyage, prompting him to decide among hand-held weapons, spells, or flasks of burning oil to dispose of the enemies.

Examples of magic used include the healing "cure critical wounds," the defensive "wall of fire," and the comprehensive "meteor swarm." If the player can survive the hordes of creature armies and level bosses, his experience ranking and life hit points increase.

Overall: Though improved from Capcom's last *D & D* adventure, *Mystara* seems to be made for an older crowd—players who have a familiarity with the many possibilities of game play. Also, the game is much more enjoyable with multiple players, since many actions require at least a second character on the screen. Placing the game may be tricky—in bars or near college crowds may be among the best locations.

Real Bout Fatal Fury/SNK

Theme: The long-running *Fatal Fury* fighting series debuts a new addition to the SNK Neo-Geo library, returning characters from the last four versions and adding new ones. Sixteen fighters, including Andy and Terry Bogard, Joe Higashi, Billy Kane, and Duck King continue their lifetime rivalries in various street locations of South Town. As in Capcom's series, Real Bout characters retain their special moves such as "burn knuckle" and "energy wave" along with new potent specials.

Graphics: South Town never looked better! Each new sequel to the *Fatal Fury* series takes place in all of the same locations, but the scenery improves every time. Four parts of the city are traversed, with four different battles per locale. As each new fighter is encountered, the time lapse is evident in the day-to-night progression from match to match.

Sound Beach, once a visually average boardwalk/sand background from games past, is now a beautifully lit, sprite-abundant boat dock/shop/-beach club scene. Skyscrapers rise in the distance, and spectators wave and cheer the fight matches. Character sprites look mostly the same as in previous SNK fighting games, perhaps with some costume changes or color alterations. The new charged super

moves are the brightest visuals yet, such as the huge fireball or ghost giant.

Controls: The Neo-Geo panel is used to the fullest. Buttons A and B cause regular punches and kicks respectively, while in combination with button C performs a fierce strength attack. Lastly, button D allows advancing and receding beyond the strict lateral plane to avoid hits or perform moves.

Game Play: Few play characteristics change from the last Fury incarnation. One neat addition is the ability to knock an opponent through a wall boundary on either side of the fighting arena, ending the match even if he has some life energy left. The ability to move closer or further from the screen greatly changes game strategy because now attacks can be sidestepped or avoided altogether.

Multihit combos are possible on current SNK games, and a super move meter is charged up in response to successful hits. Once full, a flashing prompt informs the player to perform the move and significantly decrease the opponent's energy. Four successive battles are waged in each area of South Town until players progress to the next locale.

Overall: As a *Fatal Fury* fan, I love to see any kind of sequel. Realistically, it is not much different from its predecessors, and may be hidden among the other Neo-Geo titles. Still, it is the definitive Fury game and would suit an empty spot in any Neo-Geo system.

NBA Hang Time/Midway

Theme: Another improved basketball-themed game has surfaced from the designers of *NBA JAM*, sporting enhanced visuals similar to the clean digitization seen last in Open Ice. New game features have been added, and once again 29 NBA teams are represented, each with five team players available for selection.

Since the game is two-on-two, proper selection is important to enhance that team's strong points. Up to four players can participate at a time, otherwise extra team members are computer-controlled. The comprehensive player stats for 150 NBA stars are amazingly accurate, not to mention their digitized likenesses. The player strives to win each quarter of the game with an abundance of secret offensive moves, hidden characters, and complicated layups.

"The true visual treat is witnessed during spell-casting, when various magical attacks fill the entire screen."

Graphics: Midway's digitization technique is first-rate and is from the only manufacturer to consistently use it in an effective manner. NBA players' faces are posted on the team selection screen as if taken directly from photographs. Their physical characteristics, such as height and differing hair styles, are evident on the court. I found the digitized crowd to be the most amazing visual feature, with dozens of totally different spectators, yet all believable in their seated positions and cheering stances.

The court looks perfectly real, with a shiny, reflective texture atop a patterned wooden surface. Each time a basket is scored, the game stats appear at the bottom of the screen as they would on television broadcasts. The hidden characters provide a welcome visual treat, such as the bright green alien player or the team member dressed as a clown. A new feature allows players to customize their own character by putting together amalgams of other NBA stars, and actually use him during the game.

Controls: Three buttons perform two actions each, depending on offensive or defensive status. The red one allows a basket shot or a block, respectively. The blue button passes the ball to the other teammate and steals from the opponent defensively. Lastly, the white turbo button quickens the players' running speed and is used in conjunction with the other buttons to perform special hoop shots.

Game Play: Players can deposit credits for one game quarter or the entire game up front. The quarter lasts three minutes, during which game play nearly mimics the *NBA JAM* series, but for a few hidden characters and special moves.

A few of the common super dunks include the alley-oop, the finesse, and the double dunk. The hang time, or time airborne prior to a dunk is quite extensive, sometimes from outside of the three-pointer. Once reaching the end of the quarter, the player must deposit more credits to continue, regardless of winning or losing.

Overall: This is another case of a slightly improved update. As a basketball game it is one of the best out there, but resembles *NBA JAM* enough to be possibly overlooked. Players will love the new features, but sports games tend to be seasonal. ▲

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Irving Blackman

Pumping up your travel deductions

Traveling can be fun. Somehow, it seems to be more fun when it's deductible. But just what expenses are deductible? This question seems to cause a great deal of confusion. Here's a rundown of what the law allows:

Travel for business. Business trips are fully deductible, except that expenses for meals and entertainment incurred while you're traveling are only 50 percent deductible. If you mix business with pleasure, you must show that the trip was primarily for business reasons. This is an all-or-nothing issue: there's no travel deduction if business isn't the primary purpose of your trip.

Want to bring your spouse along? OK, but you may only deduct the cost of traveling alone unless your spouse's presence has a real business purpose. Answering the phone, typing, etc., won't do. Examples of what works: if the business is jointly owned by you and your spouse, or if the trip is to a country where your spouse speaks the language and you don't. In addition, your spouse must be an employee of your company.

Luxury water travel. Special rules apply to business travel by ship. You can deduct twice the highest daily allowance for domestic travel by federal government employees. Since this per diem amount changes from time to time, have your accountant check the amount when you are ready to take a trip. If the per diem amount is, say $145, you can deduct up to $290 per day of your cruise expenses. NOTE: The 50 percent rule for meals and entertainment does not apply if these expenses are not itemized on your tab for the cruise.

Travel for education. The cost of a business education seminar is deductible and so is the cost of getting there and back. Unfortunately, you are not entitled to any deduction for attending investment seminars. Only costs of seminars relating to your trade or business are deductible.

Travel for charity. Happily, you may still claim a charitable deduction for the cost of traveling on behalf of a charitable organization. But the deduction is barred if the trip involves a significant element of personal pleasure, recreation, or vacation. TAX BREAK: If a trip qualifies, all related costs are deductible, including 100 percent of your meals.

Travel for medical reasons. You can deduct the cost of travel for medical reasons, but only to the extent your medical expense deductions exceed 7.5 percent of your adjusted gross income. When a patient is too young or too ill to travel alone, the cost of a traveling companion is deductible. Sorry, meals during your medical stay are not deductible. Lodging expenses are limited to $50 per night per person, but you must show that the overnight stay is essential to receiving your medical treatment.

Want to learn more about slashing taxes on travel and entertainment expenses? Send for the companion special reports, "The Complete Guide to Building Your Entertainment Deductions," "Travel Deductions," and "Automobile Deductions."

Estate plan vs. wealth transfer

Have you finished your estate plan? Are you working on your estate plan? If so, this article is required reading. From a tax standpoint, a traditional well-done estate plan reduces your family's estate tax burden at your death.

Yet the typical estate plan—consisting of a will and a revocable trust—is in reality a death plan. It just lays there until you die.

But wait a minute: you aren't dead yet!

Enter the new tax-saving discipline we call wealth transfer. Wealthy taxpayers have used the principle of wealth transfer for years: develop a lifetime tax plan that transfers all of your wealth, intact and tax-free, to your family. If you own a business, a separate lifetime plan to transfer your business (tax-free) is part of the overall wealth transfer plan. Of course, your lifetime plan is designed to dovetail

with your death (will and trust) plan.

First and foremost, a wealth transfer plan must be started during your life—the sooner the better. The plan is usually built around lifetime strategies like a GRIT, GRAT, and FLIP (grantor retained trust, grantor retained annuity trust, and family limited partnership respectively) that allow you to control your assets (yet transfer the assets during your lifetime) for as long as you live. Yes, your business is one of the assets.

All in all, there are 22 wealth transfer strategies and an endless number of combinations and variations. These strategies, when used to build an overall tax plan, accomplish the three basic requests I have received from my clients and readers of this column over the years: "Irv, show us how to maintain our lifestyle for life;" "Show me how to maintain control of my business for life;" "Show me how to get ALL of my wealth, intact, to my family without any reduction for taxes."

For many years, I've thought of writing a book about wealth transfer. After months of extensive research and writing, it's done!

The book introduces a new and highly organized system that is not designed to beat the estate tax (the wrong ball). Instead, the system focuses on your wealth (the right ball). The book teaches you how to use the system and the 22 strategies to pass your entire wealth (or even increase the amount of wealth) to your family without any reduction for taxes or other costs.

You'll learn, via the strategies, why your qualified plan [profit sharing, 401(k), IRA] is a tax trap if you are in the highest tax brackets (the IRS gets 77 percent or more, your family only 23 percent) and (1) how to turn the tables on the IRS (your family gets 100 percent); (2) how to create a private pension plan to multiply your after-tax retirement money; (3) how to eliminate the capital gains tax; and (4) how to substitute charities of your choice in place of the IRS without any dollar cost to your family.

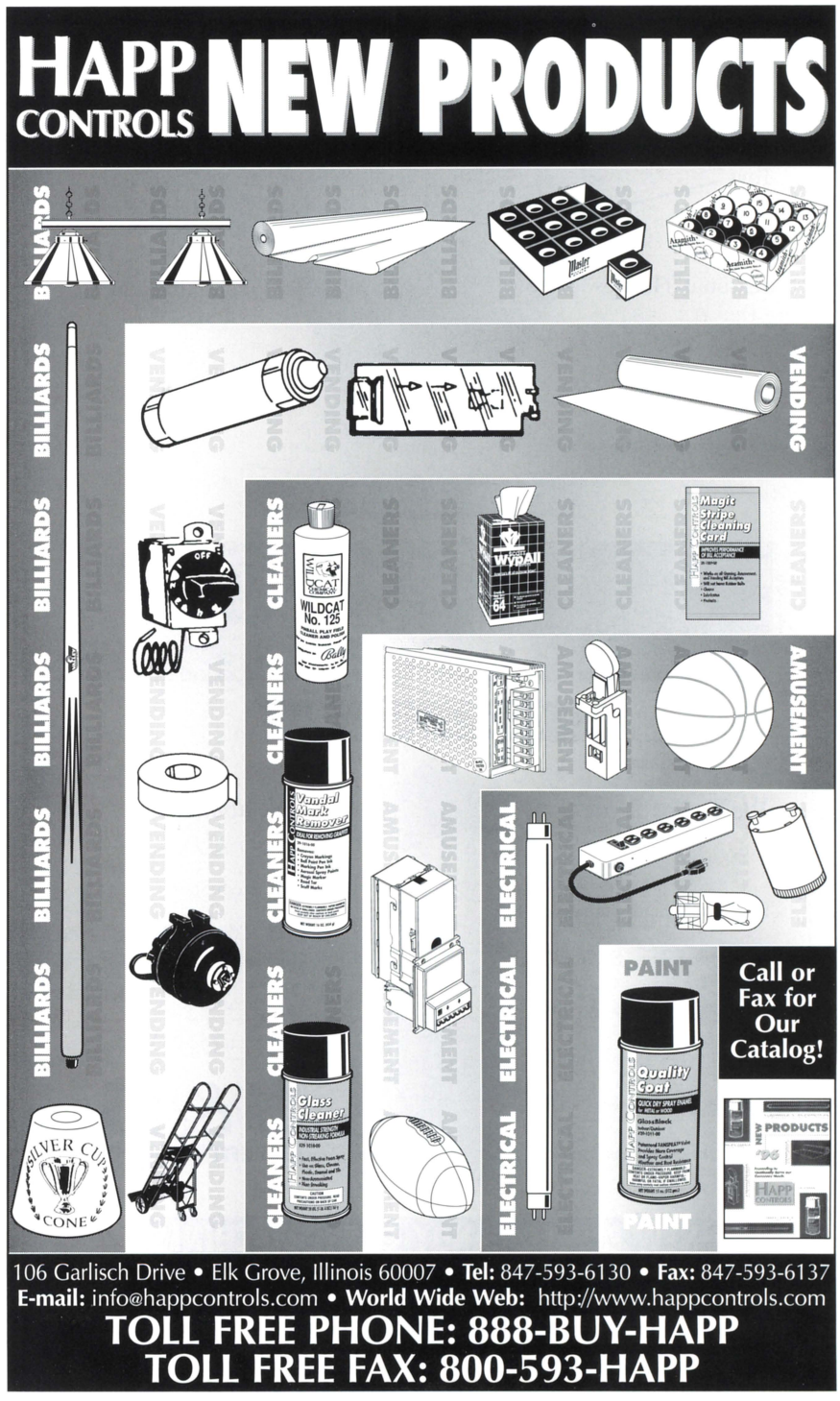
Think of the strategies and the system (designed especially for the owners of a closely held business) as the bricks, mortar, lumber, and other material used by a skilled architect to build a solid house (in this case a solid wealth tranfer plan).

You owe it to yourself, your family, and your business. Review your current estate plan. If your family will not receive every dollar of your wealth, there is truly a way to get the job done legally. And easily. The book, in effect, gives you a second opinion on your current estate plan.

Want to keep your wealth intact for your family? Read this limited edition book, "Tax Secrets of the Wealthy."

Your retirement plan: tax shelter or trap?

Most people think that qualified retirement plans (pension plans, profit-sharing plans, IRAs, 401(k) plans, etc.) are the best thing since sliced bread.



After all, a current deduction for contributions to your plan plus tax-deferred accumulation of earnings could never be a bad tax move. Right? Maybe.

The clear answer is it all depends on (1) whether you need the money and, in fact, use those plan funds for your retirement (a great tax deal); or (2) you turn out to be rich (my definition of rich is you are in the highest income bracket of 40 percent and the highest estate tax bracket of 55 percent). If your are currently rich or become rich in the future, all of your qualified plan money, in the end, will be a tax rip-off. A tax disaster. A lousy investment.

Why? How can this be? Well, if you have $750,000 (or less) in all your plans combined, the IRS will get 73 percent, your family only 27 percent. For every dollar over $750,000, the IRS' share jumps to 79.75 percent, your family's share down to 20.25 percent. It's just a matter of arithmetic. All of your unspent plan dollars get hit with two taxes (income and estate); those dollars over $750,000 get socked with an additional 15 percent excise tax. Sorry, but that's the law.

So, if you're rich (by my definition), or likely to become rich, you are probably wondering if there is a way out of this tax trap. Here's one way: the annuity/insurance strategy.

Suppose Joe has $1.75 million in his qualified plans. Joe, who is 60, is married to Jane, also 60. Suppose Joe has the plan trustee buy a joint and survivor annuity that pays $130,000 a year as long as either Joe or Jane is alive. The income tax would be $52,000 ($130,000 times 40 percent), leaving Joe and Jane with $78,000. They use $25,000 to make an annual gift to an irrevocable life insurance trust (ILIT) that buys a $2 million second-to-die policy (on Joe's and Jane's life).

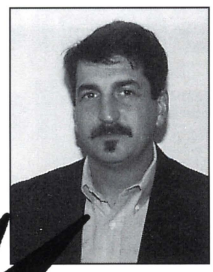
After both are gone, the ILIT will hold $2 million free of taxes for Joe and Jane's family. Not only was the full $1.75 million in the qualified plan replaced, but additional tax-free wealth was created.

The variations on the Joe and Jane scenario are endless. The point of this article is that you don't have to stand by helplessly while the IRS robs your family of your qualified plan wealth.

Want to know more about this fascinating tax-saving, wealth-building subject? Send for the companion special reports, "Pay Zero Estate Tax," "The Secret of How the Rich Create Wealth and Income Without Risk," and "How to Triple Your Pension, Profit Sharing, or IRA Value." ▲

Irving Blackman is a senior tax partner in Blackman Kallick Bartelstein, a CPA firm specializing in closely held businesses. He has agreed to consult with readers of this column. His tax hotline is (312) 207-1040. The address to send for the special reports (at a nominal cost) is Book Division, 300 South Riverside Plaza, Chicago, IL 60606.

Randy Fromm



Buffalo Bills: *a wild ride!*

A Play Meter Monthly Exclusive

Buffalo Bill is home of the world's tallest roller coaster, noted Randy Fromm on his visit to the impressive location.

Buffalo Bill's arcade/midway operations manager Tony Williams proudly displays the prize accounting unit he designed to monitor employees that work the midway games.

Every now and then I see something or meet someone that really impresses me. When I do, I often end up writing about it here in the pages of Play Meter. Get the feeling you're being set up for one of those "Randy Fromm visits..." articles? You're right, of course, but this one has a twist. Sometimes I get lucky and see something and meet someone that impresses me! That's what happened here.

On the drive home to San Diego from a recent Arcade School in Las Vegas, I stopped at the state line between California and Nevada. There, out in the middle of the desert, "miles from nowhere," sits the world's tallest roller coaster. It's just one part of a huge entertainment facility and hotel called Buffalo Bill's.

Naturally, there's a casino at Buffalo

Bill Beauchamp (l) and Mitch Goldberg.

Bills, and just as naturally, I walked straight past it into Buffalo Bill's Fun Zone, a 12,500-square-foot family entertainment center that is the brainchild of Primadonna Casino Resorts' arcade/midway operations manager Tony Williams. The amusement arcade impressed me with its layout, variety, and attention to detail. Tony impressed me as the "man with the plan," who put it all together and who keeps it running 24 hours a day with the help of a crack team of amusement game technicians.

Although he didn't come from a coin-op family, Tony did start young. At 16, he began working after school shopping out games at Palisades Amusements in Las Vegas. Five years later, he moved up to the distributor level as a game tech at Mountain Coin. A year-and-a-half later he was recruited by Gary Primm's management team to work with the Primadonna amusement game operation.

The Primadonna amusement game operation includes a carnival-type midway that is, in fact, midway between a skillfully laid out redemption area and the body of the main amusement arcade (not coincidentally located right at the exit of the log flume ride that winds its way through the inside of Buffalo Bill's). The midway includes a really neat *Frog Pond* game, where players gig a plastic frog and trade the colored chip in the frog's mouth for—you guessed it—a plush frog. It's a really fun game that's almost hypnotic as

Amusement center floor plans made easy

During the design phase of a new game center, floor plans and game layouts are essential. You have to know how much space you have, how much space each game takes up (the footprint of the game plus the required playing area around it if any), and how to fill the space without going over budget. Well, I can't do anything about the budget, but Tony showed me a way to make the game layout a snap with a cheap and dirty CAD (computer aided design) program called Floor Plan Plus 3D for Windows 2.0 from ComputerEasy Int'l.

ComputerEasy is a publisher of software with growing national and international sales to major software distributors for resale at various software outlets and major software retail chain stores. The company publishes titles in the entertainment, educational, and productivity segments of the market with suggested retail prices ranging from $9.95 to $149.95.

Floor Plan Plus 3D is a 3D architectural drawing and space planning program. It includes a tutorial that teaches users how to draw a floor plan in 2D and walks the user through in 3D. It adds virtual reality and real time walk-through to space planning requirements and comes with hundreds of library objects, including landscaping.

You probably don't have too many trees in your game room (although Buffalo Bill's has a giant singing tree in the middle of their's) so to make it easier, Tony has graciously donated to the public domain his library of custom-made arcade game icons, all rendered to scale for use in generating your own game room's floor plan and 3D walk-through experience. You can find the two files you need on the AIM website at http://w3.thegroup.net/~aim/arcade.html

Requirements: 386/SX or better IBM PC or compatible; DOS 3.1 or later; Windows 3.0 or later; 4Mb RAM; and 5Mbhard disk space. A VGA or SVGA is required for 3D viewer; math coprocessor supported.

The 3D rendering isn't exactly a work of art but the program runs fast. I saw the program run on Tony's 486-66 (the same machine I have at home) and thought he had some kind of bitchin' Pentium or something. That saves a lot of time when you're moving around to check out all of the different views along the pedestrian pathways and playing areas.

ComputerEasy's software titles are currently being sold by major software retailers including Software Etc., Egghead Software, Babbage's, Electronic Boutique, Walden Software, Radio Shack, Office Max, CompUSA, and Computer City. Other major retailers include Price Club, Target, K-Mart, Wal*Mart, Pace, Bixmart, Circuit City, Sam's Warehouse, and Costco. The company's software is also sold by national mail order and catalog firms including Softwarehouse, Micro Warehouse, Selective Software, and Tandy.

To find out more about ComputerEasy software, call (602)829-9614 or fax (602)829-9616.

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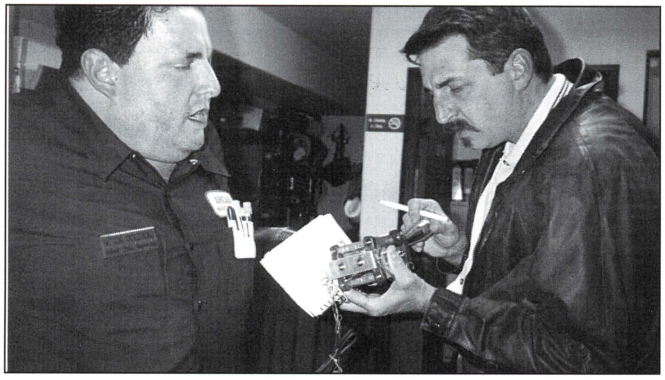
Attention Operators !! Attention Operators !!



Play Meter's own Randy Fromm checks out the Daytona gear shift modification with Mitch Goldberg.

Randy liked this cute Frog Pond game.

Buffalo Bill's redemption center.

Tony Williams says that this was dead space before they gave it to him to develop into the redemption area.

the frogs are pushed around by water currents within the tub o' frogs.

Tony credits Rick Scheer, slot manager at Buffalo Bill's, for his guidance and assistance in helping develop his managerial skills. "He's the gadget man," noted Williams, referring to Scheer as his mentor. "He'd rather have games in his house than furniture!"

After four years, their initial faith in Tony's abilities has paid off in spades as he assumed the reigns of the amusement operation and guided it through every stage of operation, from the initial floor plan, through game selection and purchasing, collection reports and employee shift assignments for three, round-the-clock shifts.

Speaking of shifts, I walked in on Tony's head technician, Mitch Goldberg, while he was working on a *Daytona U.S.A.* shifter. Mitch is an industry veteran with 20 years of experience. He also came to Buffalo Bill's from Mountain Coin. (How much do they pay these guys to work out in the middle of nowhere anyway!) Back to the *Daytona* shifter: it's a simple modification that will extend the life of the gear shift. By putting heat shrinkable tubing over the ends of the soft plastic bumpers that cushion the end of the shift arm, they do not split and break as easily. Mitch indicated that the simple modification doubles the life of the gear shift. Even at that, however, the MTBF (mean time between failures) is lamentably short.

The main service team is rounded out by Roy Lanyon and Bill Beauchamp. Roy has been with Primadonna Resorts for about two years. He's a graduate of the Las Vegas Gaming and Technical School.

Bill heads up the swing shift from 4:00 p.m. until midnight. He was a Navy ET (electronic technician) for six years. His wife saw an employment advertisement in the newspaper seeking amusement game technicians and faxed Buffalo Bill's his resume behind his back. The next thing Bill knew, he was a game tech! After that, there was no looking back. Once a game tech, always a game tech!

Williams told me that he gives a standardized test to all applicants in his screening process. I asked him for a copy of the test, which turned out to be a good measure of basic electronic theory and electronic knowledge. I plan on combining it with my own tests and some others for a future presentation here in Play Meter. If I'm lucky, I may even get a chance to present Amusement Consultant's aptitude test as well. Those of you with internet access can check it out right now at http://www.amusementconsult.com.

"Within the amusement business, you have to be so versatile compared to slot technicians," said Williams, comparing the closely related but unique technical skills required for the two vocations.

He went on to praise his entire staff. "I couldn't do any of this without my crew," he said, sweeping his arm across the vast and spotlessly clean expanse of some 165 amusement machines. ▲

"Ticket Vic" Fortenbach

How *not* to repair a game!

There are just some things you don't do! Actually there are a lot of things you shouldn't do, but of course we all do some of them at one time or another. When it comes to repairing a game, you want to repair it right the first time. There's nothing worse than having a game go down with the same problem, especially if it's five minutes after you just repaired it.

There are a few cardinal rules of game repair. The number one rule is to get the game up and running (operating) as soon as possible. It's your responsibility to repair the game using your best judgment, knowledge, and parts that, hopefully, are in stock or can be purchased right away.

Repairs on a Wacky Gator stepper motor were best made off the game room floor away from the view of customers.

We all have been in a situation where a needed part wasn't in stock and could not be purchased right away. You may be in a position where you must make a decision to use a substitute part, one that is not quite the same but it might work.

When this scenario happens you have some questions to ask yourself. The first is, "Will the part work?" Then you must assess your intentions. Do you intend to use the part temporarily while the new, original part is on order and replace it as soon as that new part is available? If you use the substitute part, will it last until the new one arrives? Will the substitute part cause other unrelated problems, thus compounding the original problem? If you make the substitute part work, will you be modifying the game so drastically that the next technician repairing the game will have a hard time figuring out what you did?

The right tools

Just like there are right and wrong ways to repair games, there are right and wrong tools you should or shouldn't use. Some wrong choices will only correct the problem temporarily. One example is electrical tape. Electrical tape is a wrong choice to use on an electric connection inside of a game cabinet. The heat that accumulates inside the game will cause the tape to loosen its stick and fall off of the connection causing a short, thus the game will go down. In addition, you could have created more problems than you started with.

The right choice is shrink tubing or heat shrink tape to cover and insulate any electrical connections. Both the tubing and the tape are available at Radio Shack. You will need a lighter or heat gun as an extra tool used to shrink the tubing or

tape, but doing it right the first time will make your job easier in the long run.

When I'm checking for problems on a game that is located on the game center floor, I bring selected tools with me: a slotted and a Phillips screwdriver, needle nose pliers, dikes (cutting pliers), and a flashlight to see the problem. If you can't see the problem, how can you fix it? From experience, I've found that I can usually locate and often repair minor problems with these selected tools. It saves time if I have a better idea of what is wrong.

I use the back pocket of my pants to hold these selected tools, but if you do the same let me issue a word of caution: make sure that the pointed ends of the tools are down inside your back pocket. Never have the pointed end of the tools sticking up out of your pocket. This could cause an injury to a child if he was standing behind you when you rose from a squatting position. The sharp tool could impale the child.

The right way

If you are training a new game technician, teach him the right way, not necessarily your way, to do things. Over the years it's possible that you have taken some shortcuts or found solutions that work, but they are not the correct ways. If you do not know the correct way, find out. Call the game's manufacturer or call other game techs who may have experienced the same problem you are having. Some things that technicians do can only be learned from experience.

If you, or the future technicians, do something wrong, don't do it again. You may have picked up some bad habits and nothing's gone wrong so far, but you may be heading for trouble. Learn from your mistakes. An example is leaving the game coin door open or a pinball playfield up while you run to the technician's room to get a lightbulb. Sure the game room is not busy, it's only about 300 feet to the technician's room, you know you can make it in record time, and surely no one will tamper with the open game. Yeah, right! The minute your eyes are off the game, strange things will happen: on a pinball game the ball could mysteriously disappear, or some or all of the tokens could grow legs and disappear from the open coin door. Like I said, learn from mistakes.

The right place

If you have determined that a game must be disassembled to fix a problem, don't do it on the game center floor; bring it into the technician room. Never take a game apart in front of customers. When you have to disassemble a game, it is a major task and cannot be done quickly. I recently had to repair a problem on a *Wacky Gator*. We had a problem with one of the stepper motors (they move the gators in and out of their "houses") deep inside the game. In order to get at the motors, we needed to hinge back the top scoreboard 180 degrees, remove all five of the gators and the brackets that hold them in place, and remove the "swamp" to gain access to the motors. If you could have seen us repairing this game, you'd understand that this is not a task to be attempted on the game room floor.

I know that some problems will have to be repaired on the game room floor probably due to the size of the game. If you find yourself with no other alternative but to repair a game on the floor, make arrangements to do it before the game center opens or after it closes. You will be able to deal with any unforeseen problems out of sight of the customers, who can pick the worst time to ask you questions or try to get change.

If you have any questions, or a problem I can help you solve, you can reach me at (619)322-4000 or e-mail TICKETVIC@aol.com ▲

Larry Munday

Data East's The Mask: keeping customers honest

Photo 1

Photo 3

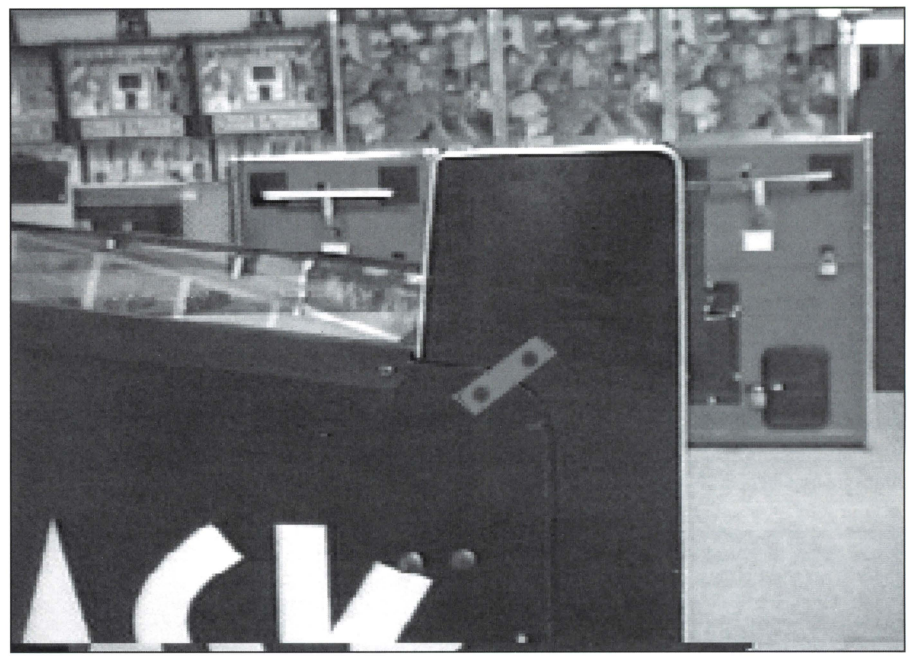


Photo 4

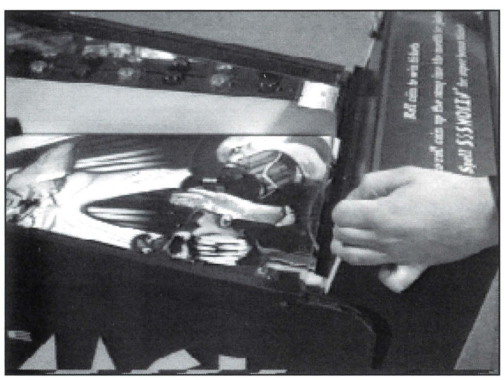


Photo 2

"Two customers worked as a team to pull off the next daylight robbery."

It's funny to see to what extreme customers will go in order to receive a few more tickets for their coin.

On Data East's The Mask, there are several ways to rip this machine off. I found this out thanks to a few dishonest customers.

One such customer would wait for the 30-ticket slot on the wheel to line up with the coin mechanism and then shut the power off with the toggle switch on the back of the header. He would then insert a coin, roll it into the 30-slot, turn the power back on, and collect his (or should I say our) tickets.

I resolved this problem by moving the power switch to the inside of the cabinet (photo 1).

Two other customers worked as a team to pull off the next daylight robbery. One would pull on the control panel so the glass could be slid down far enough for his partner to drop pennies from the top into the mouth of the mask for a quick 100 ticket (photos 2 and 3).

I prevented this predicament by adding some bars to the sides of the control panel, attached with Allen bolts and T-nuts (photo 4). I understand that Data East corrected this problem on the third production run of these machines.

The last way we found customers doing the deed has two variations. One would flip pennies over the cradle of the coin mech and onto the playfield. Another would cover the coin return and proceed to fill the coin mech with pennies until they flowed over the cradle and onto the playfield.

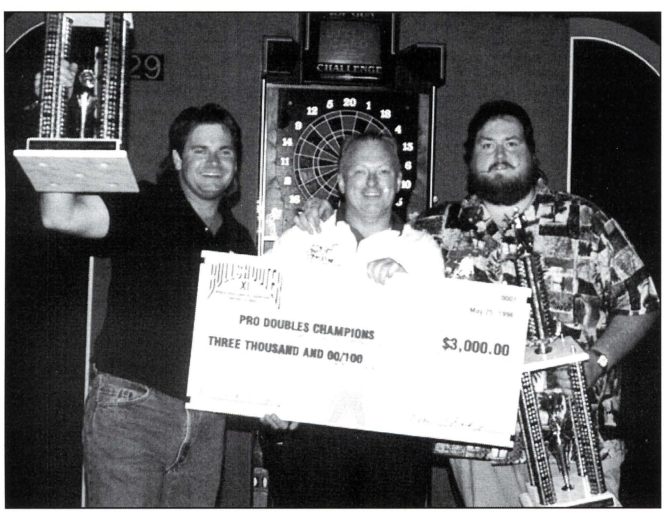
The only way way I could think of to tackle this one was to cut a slot in the bottom of the coin return so the pennies would drain into the bottom of the game instead of into the cash box.

If you have any question on this or any other article, I can be reached by fax (208)376-6981; (208)322-7515; or e-mail BATLETEC@AOL.COM ▲

6,000 players compete at Arachnid finals

Women's Doubles Champions Kathy Karpowich (l) and Connie Sroka with Arachnid president Bill Ward.

The German team, winners of the International Cup, with Bill Ward of Arachnid.



Pro Doubles champions Joe Beecroft (l) and Frank Melson with Bill Ward.

Arachnid's Bill Ward congratulates Cricket Doubles winners Robert Gargan (l) and Jason Lucas.

Arachnid Inc.'s 11th World Championship was held over Memorial Day weekend, May 24-26, at the Hyatt Regency O'Hare using over 200 *Galaxy* English Mark Darts games. The event saw competition among some of the best dart players in the world, all of whom pre-qualified at a BullShooter regional event or through their local dart league.

More than 6,000 players came from all over the world representing several foreign countries and most of the United States to play for $100,000 in prize money and awards.

Players who won one of Arachnid's Top Gun tournaments were eligible for the $15,000 warm-up competition in addition to the 10 main events. On Friday night, international teams also competed in a warm-up men's and women's doubles event preceding the International Cup event, which saw the German team taking top honors.

Stunning gold ruby rings were presented to the Most Valuable Players in both the male and female categories. The two MVPs were selected based on their performance in the 10 main events. Kathy Karpowich of Freeland, Pa., set a record by winning the honor for the third consecutive time. In the men's division, Jason Lucas of Tremont, Pa., was selected for his outstanding performance.

New this year was the addition of the Magnum Air Darts competition, with two events on Saturday and Sunday offering up to $10,000 in prize money. Players competed in Men's and Women's Wild Card Cricket, Wild Card Cricket Open Doubles, and Bermuda Triangle Open Singles.

After the intense hours of competition, the players were ready to relax, and dances

were held in ballroom on both Saturday and Sunday nights. Three additional fun events were available to players as well. They were Touchdown Darts, Quick Draw, and Chuck-A-Luck Darts. Many prizes including electronic dart games, Shark Dart games, stuffed toys, cash, and even a full-sized English Darts Oak game were given out.

The BullShooter XII Tour will start again this September with new and exciting things in store for players both during the qualifying season and at the '97 finals over the Memorial Day weekend next year.

Here's a look at the final results:

Men's Doubles: 1st—Maik Langendorf and Christian Kotal, both of Germany; 2nd—Brian Blankenhorn of Pottsville, Pa., and Roy Yeager of Pine Grove, Pa.; 3rd—Gerard Van Loan of Port Ewen, N.Y., and Daniel Lanby of Terre Haute, Ind.

Women's Doubles: 1st—Kathy Karpowich of Freeland, Pa., and Connie Sroka of Coopersburg, Pa.; 2nd—Sandy Green of Torrance, Calif., and Tina Marie Cunningham of Panorama City, Calif.; 3rd—Carolyn Nessman of West Allis, Wis., and Sharon Sonntag of Milwaukee, Wis.

Mixed Doubles Cricket: 1st—Kathy Karpowich of Freeland, Pa., and Jason Lucas of Treemont, Pa.; 2nd—Shae Schroeder of Morrison, Ill., and E. Weston Finks of Marissa, Ill.; 3rd—Andrew Toth of Rapid City, S.D., ad Ana Marie Kephart of Box Elder, S.D.

Open Doubles Cricket: 1st—Jason Lucas of Tremont, Pa., and Robert Gargan of Wilmington, Del.; 2nd—David Albright of Lebannon, Pa., and Edward Rebstock of Hatfield, Pa.; 3rd—Joaquim Rams and Daniel Puig, both of Spain.

Mixed Triples: 1st—Maik Langendor, Christian Kotal, and Cornelia Klenk, all of Germany; 2nd—Tammy Turner and Ronald Terven Jr., both of Normal, Ill., and John Naas of Bloomington, Ill.; 3rd—Anna Marie Kephart of Box Elder, S.D.; Andrew Toth of Rapid City, S.D.; and Pat Rose of Hayes, S.D.

Men's Singles: 1st—Jason Lucas of Tremont, Pa.; 2nd—Mark Brown of Dayton, Ohio; 3rd—De Behnke of Chicago, Ill.

Women's Singles: 1st—Donna Gagen of Des Moins, Iowa; 2nd—Sandy Green of Torrance, Calif.; 3rd—Connie Sroka of Coopersburg, Pa.

Pro Singles: 1st—Paul Lim of San Bernardino, Calif.; 2nd—Terry Bane of Frasier, Tenn.; 3rd—Lynnie Neal Jr. of Springfield, Ill.

Pro Men's Doubles: 1st—Frank Melson Jr. of Union, Ill., and Joe Beecroft of Algonquin, Ill.; 2nd—Paul Lim of San Bernardino, Calif., and John Part of Canada; 3rd—Larry Butler of Dayton, Ohio, and Jerry Umberger of Schuykill Haven, Pa.

Pro Cricket Doubles: 1st—Dave Kelly of Peoria, Ill., and Joe Fultima of Lee, N.H.; 2nd—Ryan Coskey of Lake Villa, Ill., and Brian Massey of Great Lakes, Ill.,; 3rd—Bernard Roney of Granger, Ind., and Tom Brooks of Greenwood, Ind.

Women's 2nd Chance: 1st—Anna Pujol of Spain; 2nd—Julie Sullivan of Fairfield, Ohio; 3rd—Darlene Johnson of N. Tonawanda, N.Y.

Men's Top Gun: 1st—Paul Lim of San Bernardino, Calif.; 2nd—Randy Harringen of South Bend, Ind.; 3rd—Robert Haft of Maple Grove, Minn.

Women's Top Gun: 1st—Kathy Karpowich of Freeland, Pa.; 2nd—Sandy Green of Torrance, Calif.; 3rd—Teri Taylor of Orlando, Fla.

Miss BullShooter: 1st—Kathy Marie Myers of Canton, S.D.; 2nd—Janice Galloway of Buffalo, N.Y.; 3rd—Tracy Stuckel of Bettendorf, Iowa.

International Team Event: 1st—Birgit Voeller, Markus Erdmann, Uwe Goebel, and Christian Kotal, all of Germany; 2nd—Jan Smits, Harold DeGruyter, Andre Brantjes, Freddit Michiels, Mario Sandifort, and Rob Gilsing, all of the Netherlands; 3rd—Toni Martin, Quim Rams, Juan Sanchez, and Ann Pujol, all of Spain.

Men's Cricket Magnum Air Darts: 1st—Daniel Shauan of Alexandria, Va.; 2nd—Richard Johannes of Xenia, Ohio; 3rd—Randy Wetherell of Spring Hill, Fla.

Women's Cricket Magnum Air Darts: 1st—Angie Evans of Centerville, Ohio; 2nd—Kim Rodgers of Emmaus, Pa.; 3rd—Lisa Bassett of Rutland, Vt.

Open Doubles Cricket Magnum Air Darts: 1st—Randy Wetherell and Danny Acker, both of Spring Hill, Fla.; 2nd—Rick Johannes of Xenia, Ohio, and Kerry Campbell of Old Hickory, Ind.; 3rd—Daniel Shauan of Alexandria, Va., and Donald Pruitt of Spring Hill, Fla.

Bermuda Triange Open Singles Magnum Air Darts: 1st—Randy Wetherell of Spring Hill, Fla.; 2nd—Daniel Shauan of Alexandria, Va.; 3rd—Rick Johannes of Xenia, Ohio. ▲

Pool players crowned at the Camel Classic

Camel 8-Ball Classic winners Debbie Teel (l) and Melvin Craig (r) with Larry Keiger of R.J. Reynolds Sports Marketing Enterprises.

The 1996 Camel 8-Ball Classic, held at the Regal Riverfront Hotel in downtown St. Louis, Mo., came to an end with two highly-skilled players taking top honors in the Men's and Ladies' Divisions.

With a guaranteed purse of $200,000 in cash and prizes, the event is the nation's richest amateur singles championship. The event is conducted and produced annually by the American Poolplayers Association and sponsored by the Camel brand of R.J. Reynolds Tobacco Co.

The Men's Division title went to Melvin Craig Sr. of Middleton, Del., who defeated Loren Schuette of Cape Girardeau, Mo. In the women's category, Debbie Teel of Tulsa, Okla., won out over Judy Moran of Wilmington, Del.

All participants were welcomed at the awards ceremony courtesy of Camel and the APA, where the cash and prizes were presented to those who placed in the tournament. APA members become eligible to compete in this event by entering and winning a local qualifying tournament. Each participant received a commemorative jacket and $275 in cash.

The APA, which is based in St. Louis, sanctions the nation's largest amateur pool league, known as the Bud Light Pool League and the American Pool League in the United States and as the Canadian Pool League in Canada.

Camel and the APA are also sponsoring the second annual Camel National Exhibition Tour, demonstrating the talents of trick shot artist Mike Massey, who will travel across the country.

For more information on the APA, call (800) 372-2536. ▲

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REMEMBER - Non-Ohio Operators who are members of either their state association or AMOA may register at OCMA Member rates.

Champions crowned at table hockey Super Bowl

More than 120 of the world's best table hockey players convened in Houston for the Dynamo Hockey National Tournament

More than 120 of the world's best table hockey players convened in Houston recently to square-off in the Dynamo Hockey National Tournament billed as the Super Bowl of table hockey.

Players competed for $7,000 in cash and prizes awarded by Ft. Worth-based Dynamo, one of the leading manufacturers of air table hockey games. Tim Weissman of Houston defeated Will Upchurch of Dallas to win the national title. Patrice Nale of Houston claimed the women's title over Gretchen Denner of Denver.

The Team Doubles was won by Don James of Athens, Ga., and Weissman. Billy Stubbs, also of Athens, took top honors in the Accuracy Contest.

"More new players from around the country attended this tournament than ever before," said Mark Struhs, vice president of sales and marketing for Dynamo. "The new team events and women's tournament provided opportunities for new players to participate and win. The national tournament is as exciting for us as it is for the players."

Operators and locations interested in Dynamo table hockey programs should contact Phil Arnold or Jessie Douty at the U.S. Table Hockey Assn., (713) 523-1861, or Chris Brady at Dynamo, (800) 527-6054. ▲

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BullShooter tour stops in Nashville and San Bernardino

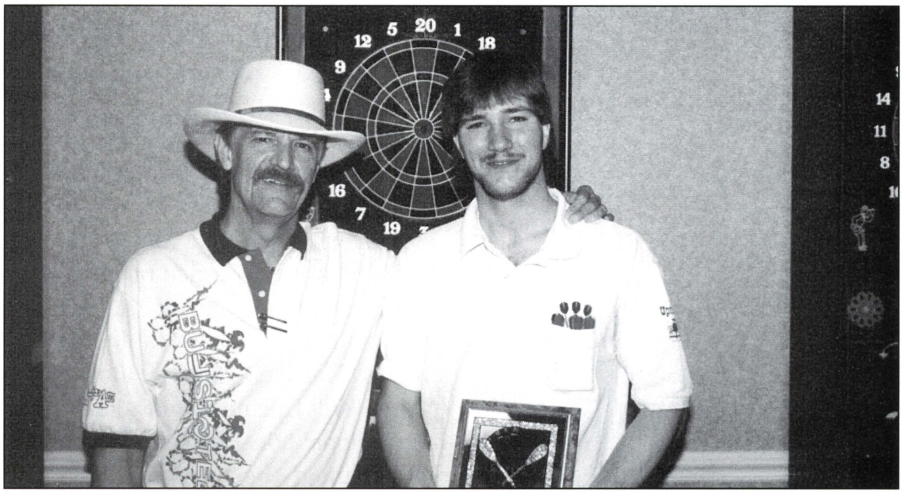
The BullShooter tour of regional qualifiers stopped in Nashville, Tenn., and San Bernardino, Calif., prior to the BullShooter Finals held over Memorial Day weekend.

Players traveled from Indiana, Kentucky, North Carolina, Florida, Texas, Alabama, Mississippi, Ohio, Virginia, Wisconsin, and Tennessee to the Nashville Ramada Inn for an eight-event qualifier co-sponsored by Sammons-Pennington Co.

Some of the top winners over the weekend included Leroy Hatcher of Knoxville, who captured the Pro Singles title; he also won first place in the Mixed Triples event with his partners Jennifer Hatcher and John Seivers of Corryton. Leroy Hatcher also teamed up with Jim Mazrimas in the Cricket Doubles event to take second place. First place was won by Richard Dement and Mark Johnson, both of Janesville, Wis.; Dement also won the championship in Men's Singles.

The San Bernardino Radisson Hotel was the site of the eight-event regional co-sponsored by Betson Regional Distributing. Top players took home $8,000 in prizes.

Friday night the tournament opened with a Draw Doubles warm-up event. Saturday the main event started off with local favorite Paul Lim and Ralph Chavez of Corona taking first place in the Men's Doubles event; the team took another first place trophy in the Open Doubles Cricket.



Men's Singles winner Rich Dement with Duke of the Arachnid A-Team in Nashville.

Ron Comas (l) and big winner Teena Marie Cunningham with Arachnid's Brad Boe in San Bernardino.

The same two players also teamed up with Teena Marie Cunningham of Panaroma City. On Sunday, Lim came back to capture the Pro Singles title. Cunningham won the Women's Singles event and took second in Mixed Doubles Cricket with her partner Ron Comas of El Cajon.

First, second, and third place winners in all competitions were eligible to play in the BullShooter finals, which took place at the Hyatt Regency O'Hare in Chicago, Ill. ▲

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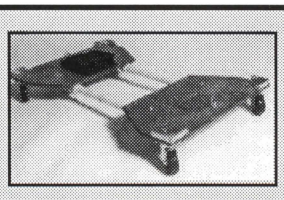

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Valley Gold qualifiers crisscross the country

Competitors from the Valley Gold qualifier in Louisiana.

Women's Division champions from Arizona: Kara Schroeder (l) and Marlene Tulley.

Pat Hameister is on her way to the Valley Gold after winning in Minnesota.

From the fruited plains to the bayous of Louisiana to the sunny West Coast darters have been taking aim at spots in the 1996 Valley North American Championships, known to most simply as the Valley Gold.

The event is scheduled to be held this month, July 11-13, in Las Vegas. There players will be competing for four spots on Team USA, which will travel to Europe this fall for the Valley World Cup competition.

Here's a look at results from across the country:

Iowa

For three consecutive weekends Des Moines was the state's dart capital with six players picking up spots in the finals. The events, sponsored by Great American Fun Factory of Des Moines, were held at Felix and Oscar's Pub, Wesport Lounge, and Sportman's Lounge. Winners were Ron Lister, Terry Konchalski, John Reynolds, Danielle Lister, Liz Moore, and Julie Spencer. Prizes included $440 in cash.

Illinois

It was a small but talented and enthusiastic group of darters that met at Scooby's and Stix in Springfield, with players coming from as far as Champaign and East St. Louis for the event sponsored by Triple Star Amusement, also of Springfield. The intense field of 14 finally became two as Kevin Logan and Nancy Grosenbach came out on top.

Ohio

Six players out of 720 entrants won final spots in the split qualifier sponsored by Ohio Vending Machine of Elyria. The pair of tournaments were held at the Office Lounge in Elyria on different weekends. Winners were Steve Sears, Gary Schmidt, Dave Ramage, Stacy Hune, Myriam Garcia, and Ann Ramage. A battery of Valley *Cougar* electronic dart machines were required to keep play moving on schedule, and there was also a total of $4,200 in prize money to be won.

Texas

Six winners came out of El Paso at a tournament sponsored by Sports Indoors which was the culmination of close to 40 pre-qualifying events held in the area. Victorious were locals Cip Griego, Fred O'Connor, Dave Klund, Beverly Hale, Teri Fishburn, and Linda Collins. A total of $1,030 in cash prizes, along with caps and mugs, were distributed.

Kenny Doyle (l) and Terry Luck were some of the lucky winners to come from the state of Florida.

Chris Foy (l) and Teresa Krumm (r) are congratulated by operator Doug Gapter for their win in Wyoming.

Arizona

The Southwest added two players, Lisa and Ed Sekaquaptewa, to the Vegas-bound contingent with a qualifier sponsored by Player Darts of Phoenix and held at Shad Shifters in Glendale. Thirty-six entrants competed for the spots and $350 in prize money.

Another four darters from the Grand Canyon state will make the short jaunt to Las Vegas as a result of winning performances in a qualifier sponsored by Silver Creek Vending and Amusement of Taylor. Two of the four, Rick Krause and Kara Schroeder, will be making their second consecutive appearances. The two first-time winners were Tom Riley and Marlene Tulley.

Indiana

Six darters won trips to Las Vegas at an event sponsored by Reid Sales Music Co. of Delphi. They were Anthony Wagner, Scott Childs, Greg Haynes, Cathy Dale, Margaret Maslin, and Becky Dallas. The competition drew 147 players, competing for $1,500 in cash as well.

Another duet of Hoosiers, Randy Featherston and Penny Nugent, were the winners at the Mirage in Lafayette where the tournament was sponsored by CPC Music of Crawfordsville.

A third event sponsored by Diltz & Sons of Mishawaka and held at the Office Lounge in Elkhart is sending four players to Las Vegas: Melissa Eikins, Bill Stanley, Diana Whitaker, and Kevin Phillips.

Florida

The order of the day was playoffs at the tournament held at V.F.W. Hall 7909 and sponsored by Anchor Amusement of Jacksonville; from beginning to end ties dominated the posted scores. The final foursome to pick up spots at the Valley Gold were Toni Antone, Liz Bean, Bill Bissonette, and Gary Belanger.

At a joint qualifier in Orlando sponsored by C & M Amusements and C & M Darts and held at Trick Shots, eight more darters picked up spots in the finals: Dave Martin, Bob Hargitt, Roxy Martin, Linda Winslow, Greg Dorsey, Brian Marlow, Patty Arden, and Joy Kumwiede.

A third Orlando-area event sponsored by locally-based Kings Row and held at Suspenders Saloon and Spirits II, both in Castleberry, sent four additional players to the finals: Willis Lint, Meredith Kay McGee, Tom May, and Jennifer Nadiak. Prize money up for grabs totalled $230.

A quartet of sponsors are also sending a quartet of winners following a qualifier held at the Green Parrot in Castleberry. They were Bobbi Buckley, Alice Brooks, Kenny Doyle, and Terry Luck. Sponsoring the $160 event were Tri-County Distributing, Rogers Music, Charles Music, and Southern Music.

Close to 100 darters showed up at the Chain of Lakes Convention Center in Winter Haven for a qualifier sponsored by Dowling Music Service, and when the smoke had cleared Ruth Kennedy and Arthur Lynn McCreary had emerged winners. A second tournament, sponsored by Music and Games of Winter Haven and held concurrently at the same location, saw Shirley Kinney and L.A. Davis winning spots in the finals. The events offered $400 and $1,400 in cash prizes respectively.

Michigan

Four out of 42 men and women emerged from the throw line as winners at the Centershot Lounge in Kalamazoo, where $450 in prize money was offered at a tournament sponsored by Kalamazoo Amusement. Winners were Rocky Willis, Bob Markillie, Kelly Rowekamp, and Karen Powers.

Another event sponsored by Dolphin Coin and held at Freddie's Tavern in Mt. Pleasant is sending a pair

of Wolverines, Jeff McCord and Marilyn Schnepp, to the finals. Two additional Michiganers, Steven Wirgau and Julie Ann Andrews, will represent the state after winning a tournament held at the Hilcrest in Sturgis and sponsored by Gregory Amusement of Battle Creek.

A total of 84 men and women gathered at Washington Place in Bay City for the tournement sponsored by American Amusement, also of Bay City. In addition to spots in the finals, the competitors took aim at more than $12,000 in cash. When it was over, Fred Schulz, Rick Browning, Linda Nesbit, and Jackie Skimson came out on top.

Hoosiers on the way to Las Vegas, (l-r) Scott Childs, Anthony Wagner, and Greg Haynes.

Nevada

Even though it's just over 400 miles away, Las Vegas is still an attractive destination for six Nevadians who won in a qualifier held in Reno and sponsored by Tip Top Amusement of Carson City. The event was held at the Little Waldorf Saloon in Reno, and the winners were Diane McGowan, Lynda Knight, Kelley Barton, Jason Marlowe, Greg Thamert, and Anton Berthelsen. Prizes totalled $1,100 in cash and dart supplies.

Louisiana

Lucky Coin Machine Co. of Metairie held its Lucky Dart League qualifier at Shooters Bar & Grill with 13 men and five women showing up for the competition. Among the men, Paul Champagne and Dennis Slowey had the tightest match playing three out of the best five. Champagne won the "flip & diddle" for the fifth game and got to choose the game by hitting a bull on the diddle. Choosing cricket as the last game, Champagne went on to win the Men's Division. Among the ladies, Lisa Guessford beat out Tery Eldridge by making a desperately needed bullseye to win the Women's Division.

California

The odds on winning in the qualifier sponsored by Cricket & Company of Roseville were not long with only eight competitors, but it was still tense before Louise Drake and Jeff Sarauer threw the winning darts. Held at Bushers in Sacramento, the tournament offered a cash purse of $600.

Another California event, a dual qualifier, produced quadruple winners. Sponsored by Ye Olde Dart Shoppe of Corona and Wandarts of nearby Walnut, the event was held at the Duck Pond Cocktail Lounge and qualified Larry Wheaton, Brian Conyers, Marie Lovett and Lynn Duda. Cash prizes totalled $1,560.

Winners in Winter Haven: Arthur Lynn McCreary and Ruth Kennedy.

Kansas

Horizon Darts of Kansas City held its qualifier at Tooties in Kansas City, Mo., offering $320 in cash prizes. The winners were Laura Savage and Don Carter.

Wyoming

Jake's Lounge in Cheyenee was the scene of a qualifier sponsored by Gapter Amusement which offered $420 in cash prizes. The event drew 28 men and 14 women, and the winners were Teresa Krumm and Chris Foy.

Wisconsin

Bob Roth and Patti Nienhaus are on the way to Vegas following triumph in the tournament sponsored by Coin Machine of Menomonie and held at a local venue, Club 29. Cash prizes of $1,475 were awarded.

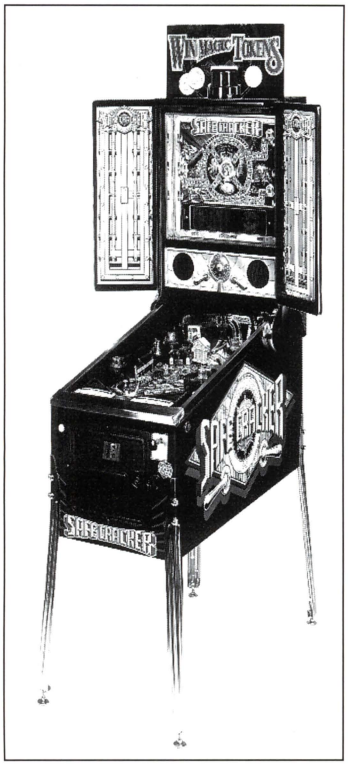
Minnesota

The qualifier sponsored by D & R Star of Rochester was big in a number of ways. For one, there were 350 players competing for $8,600 in cash and other prizes. Winners included Todd Coughlin, Steve Marsh, Pat Hameister, and Mary Krueger. The big drama came in Coughlin's victory; in his Valley Gold attempt he skipped his annual Sweetheart Valentine's Day Tournament and was nearly eliminated in his first try but ultimately prevailed.

South Dakota

Rookies Sports Bar in Wagner proved to a springboard to the Valley Gold for a foursome of darters following an event sponsored by T & T Enterprises, also of Wagner. The players were Glen Wudel, Damon Beckers, Lisa Kruse, and Sandy Meyers. ▲

Safecracker, War Gods



Midway Mfg. introduces the first-ever token-pin game, *Safecracker*, and the 3-D fighter game, *War Gods*. Both games are currently available.

Safecracker, which was designed by the same team that created the hit *The Addams Family*, features a combination of pinball game and electronic board game. According to the company, token-pin games are similar to popular European fun games.

The game features a game within a game that begins on a playfield with all the traditional elements of pinball. By hitting the correct shots, players can activate an electronic board game within the backbox. Players with enough skill to make it through the board game are rewarded with a magic token, which actually rolls down the top of the playfield glass right into the player's hand.

Tokens can be kept as a trophy, or put back into the game to activate special features. The game's pinball area is not centered around traditional three-ball play, but a guaranteed amount of time. There are three series of shots that will allow players access to the bank in *Safecracker*.

Once inside the bank, players track their progress on the electronic board in the backbox. The challenge is to move the correct number of spaces to the safe. After each successful move forward players can quit with their points and return to the pinball game or continue, risking their winnings in an attempt to get to the safe.

Utilizing innovative technology, *War Gods* is designed to bridge realistic fighting action with the world of 3-D movement. All character actions, including running, dodging, and launching weapons happen in 3-D. Players can view the entire fighting arena as the real-time 3-D movement combines with Midway's breakthrough Digital Skin technology to provide realistic fighting action.

The game also offers advancements on the traditional elements that fighting game fans look for, including secret characters and advanced multilevel moves and combinations. *War Gods* features running attacks, teleports, projectiles, and gruesome fatalities. It features 10 gods in a global battle for precious ore that allows the former humans to travel through time and space to do battle.

For more information, or distributor referral, contact Midway Mfg., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; fax (312) 267-8435.

Tournament Magical Touch

Micro Mfg. presents its new *Tournament Magical Touch* machine, which is available in either countertop or 14" miniupright cabinet styles.

The tournament play mode allows for a means of awarding the skillful player with prizes. Operator options include: type of promotion, length of time, price per play, game to be played, the prize pool, and whether the tournament will be repeated on a preset basis.

Tournaments can be held either on Solitaire or Diamond 11's. After the initial setup, the *Magical Touch* tournament will run on its own.

Security is of the highest level with the new machine. Players and up to four attendants can each enter personal identification numbers to record and verify their high scores. Prizes are awarded at the end of the preset tournament duration only after an attendant and the player both enter their numbers.

Tournaments are easy to set up and run. Only a few basic variables are entered following the on-screen instructions. Players have until the start of the fourth tournament series to return in person to collect their awards.

For more information, or distributor referral, contact Micro Mfg., 535 Old Nashville Hwy., La Vergne, TN 37086; (615) 793-5510 or (800) 277-6136; fax (615) 793-5512.

Dolphin ride with sticker vendor

Carousel Intl. introduces the *Friendly Dolphin* kiddie ride with a high visibility Flipper prismatic sticker bulk vendor, an idea the company says is swimming with synergy.

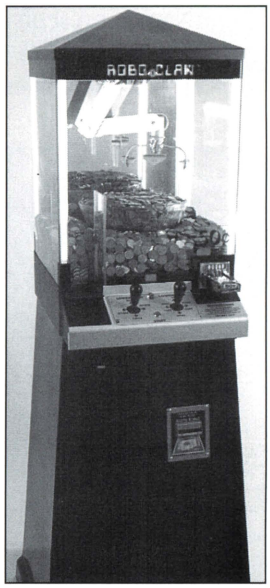
The licensed stickers are promoting this summer's box office release "Flipper" and will be vended in two-inch capsules for 50 cents each. The *Friendly Dolphin* ride can be set for 25 or 50 cents.

In addition, the interactive ride tells young riders to keep the ocean clean in order to protect its deep sea friends. The soundtrack was creatively reproduced to make the dolphin's voice sound as if it were speaking underwater in a bubbling voice.

Ride features include 16-gauge steel frame, fiberglass base, steel control box, adjustable ride length, and 200-capsule vendor.

For more information, or distributor referral, contact Carousel Intl., P.O. Box 307, Eldon, MO 65026; (573) 392-7122 or (800) 325-3353; fax (573) 392-7125.

Robo-Claw



Vend Tech Industries introduces its latest *Robo-Claw* three-in-one crane game, which serves as a skill game, candy crane, and token grabber.

The skill game gives players complete control over its robotic arm and claw in order to grab a prize. The game and mechanics are driven by advanced computer logic, adjusting game difficulty according to skill levels.

Robo-Claw is instantly converted from a skill crane to the very popular candy crane or bulk vend format by simply changing dipswitch positions and attaching the claw shovels. The mode allows players an adjustable amount of time to grab a prize before the robot automatically takes over, scooping up a prize and delivering it to the chute.

The third option for *Robo-Claw* play is the token grabber. Skill and timing are essential as the player digs the claw into a sea of tokens.

Standard features include an attract mode with a 20-second message recordable by the operator, adjustable sound effects, two tilt/tamper alarms, strobbing neon lights in a variety of colors, and more lights in the steel and Lexan cabinet. Bill, token, or foreign currency acceptors; custom stands; and other options are available.

For more information, or distributor referral, contact Vend Tech Industries, 3331 Towerwood Dr., No. 307, Dallas, TX 75234; (214) 243-0456; fax (214) 243-8788.

Twister

Just in time to take maximum advantage of the hype surrounding the release of the movie "Twister: The Dark Side of Nature," Sega Pinball unleashes its own recreation of the awesome power of nature, *Twister: The Pinball.*

Game play starts with a skill shot to a unique playfield feature, a magnetic spinning pad. Players plunging the ball onto the magnet will be rewarded with huge bonus points.

The spinning pad is also used to launch the game into three-, four-, and five-ball multiball. It captures the pinballs, spins up to maximum speed, and, like a tornado, flings them into completely random directions.

Other features include a *Twister* memory drop target that blocks the entrance to the data collection canister. Knocking it down is awarded with an opportunity to shoot the ball past the *Twister* drop target and into the canister. But if the player waits to long, the *Twister* drop target resets blocking the entrance.

Added to that is a top magnet. Making the correct orbit shot energizes the magnet, and when it de-energizes, the ball drops through the top lanes for lightning-fast turbo-prop action. Additional features include backlit electronic targets, backbox-mounted tornado fan, and custom speech by Bill Paxton, Helen Hunt, and Cary Elwes.

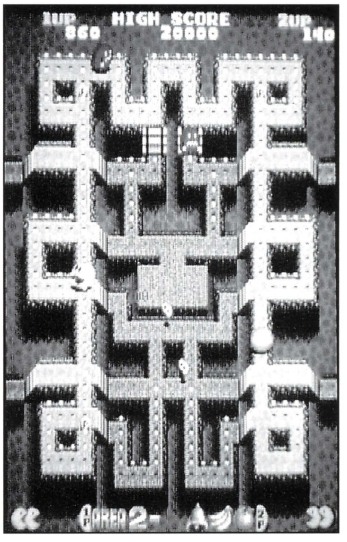
For more information, or distributor referral, contact Sega Pinball, 1990 Janice Ave., Melrose Park, IL 60160; (708) 345-7700; fax (708) 345-7718.

Three from Namco

Namco presents its three newest product offerings for the coin-op market: the High Tech/High Touch simulator *Alpine Surfer,* the *Classics Vol. 2* kit featuring three updates of all-time favorites, and the fighting game sequel *Soul Edge Version II.*

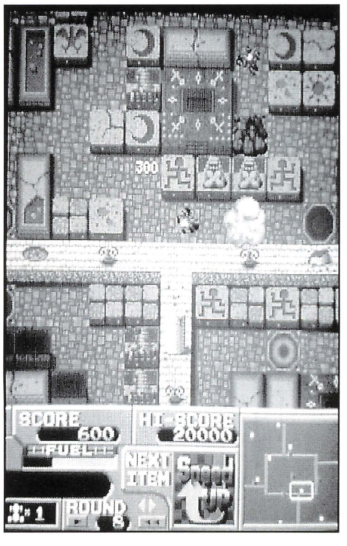
Powered by Namco's *Super System 22, Alpine Surfer* follows the tradition set by *Alpine Racer* in delivering realistic 3-D polygon graphics that enhance the players' involvement. The 50" monitor and game control are designed to impress the best snowboarders and video game enthusiasts.

Players select from one of two downhill courses, both of which are much faster than the original courses in *Alpine Racer.* Players also select from two modes: Free Boarding Mode and Gate Racing Mode. In the first, players rip down the hill performing jumps known as bonking or jibbing. In short, the advanced snowboarder jumps from the ground, lifts the board onto a rock or log, and then jumps off.



The second mode lets players race against computer-controlled opponents through a series of gates. They must also negotiate areas of deep snow and protruding rocks. The player also chooses either the novice or advanced level in each mode, and a view change option lets players see either the action from either first- or third-person perspective.

Namco *Classics Vol. 2* includes three classic games in newly arranged modes all in one kit. The games are *Pac-Man, Rally X,* and *DigDug.* Graphics have been updated with new backgrounds, targets, prizes, and two-player simultaneous play along with buy-in and continued play.



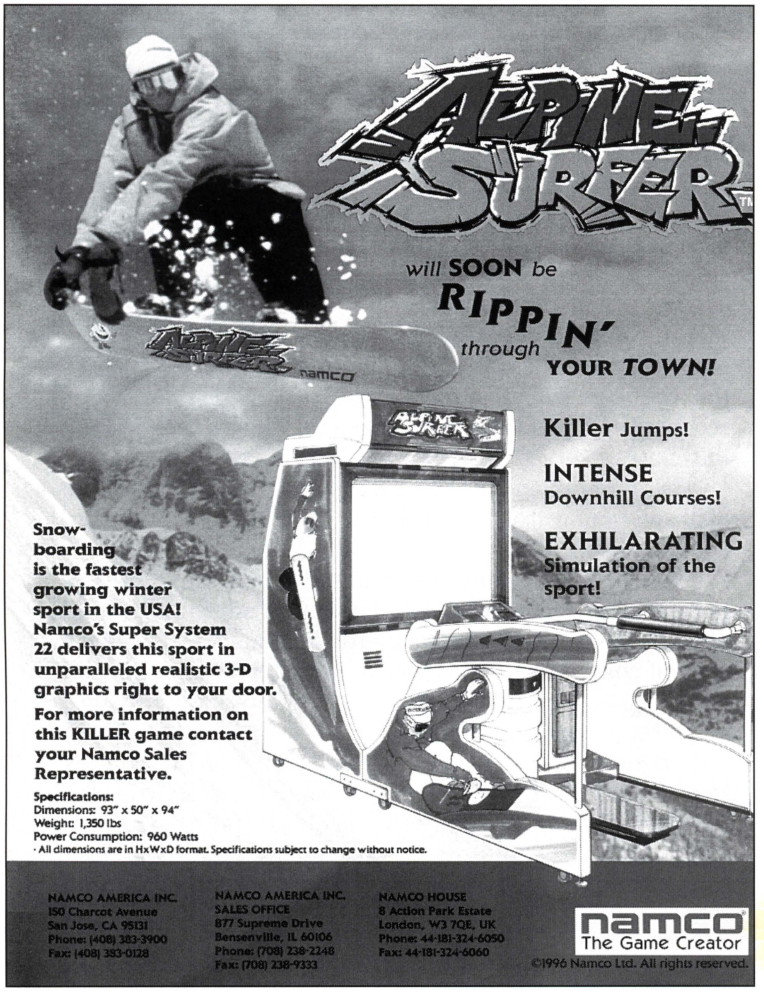
The level of difficulty is greater than the originals and each loop game has various operator settings, including game termination at the 16th stage to ensure long-term earnings.

New features include 3-D screen formation, a dash zone, new characters and moves, different point values, and two-player competitive or cooperative play in Pac-Man; new graphics, new characters and powers, and two-player game play in *DigDug;* and more realistic graphics, a preview window display, new moves, and five distinct areas and 15 rounds in Rally X.

While the basic core game play remains the same, *Soul Edge Version II* is a new two-player, 3-D polygon, weapons-based fighting game with new features including 3-D Attack, 3-D Defense, Locked Weapons, Guard Impact, Unblockable Attacks, and Critical Edge, a three-button command that automatically executes a combination move.

New to *Version II* are options such as Floating Combos in which characters may execute upswing attacks on opponents who are in the air and the Time Attack Mode in which players can test their skills against the computer.

For more information, or distributor referral, contact Namco-America, 877 Supreme Dr., Bensenville, IL 60106; (708) 238-2248; fax (708) 238-9333.



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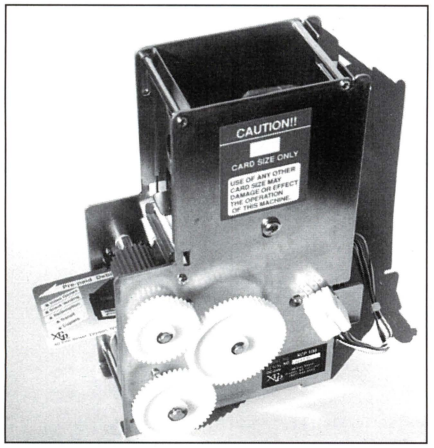
Card dispenser mechanism

New from XCP Inc. is the Model 100 series 12-24vdc motorized card or envelope dispenser. These new mechanisms are 100 percent compatible with the electronics and physical size of the Asahi Seiko CD-1000 credit card dispenser mechanism.



The advantage of the XCP Model 100 series is the ability to adjust card or envelope thickness from .010 to .040 and actually be able to dispense cards from a maximum capacity of 1,000 of .010 thickness cards without jamming or double feeding. This new card dispenser is available without a control board or with the standard internal control board that is compatible with the Asahi Seiko internal control board.

The model 101 EscrowVend Card Dispenser Model has the ability to connect to virtually any bill acceptor or coin mechanism without the requirement of a secondary control board. An internal EscrowVend Control Board features dipswitch selections of vend price from $1 to $64.

A phone card, stamp machine, or baseball card dispenser can be built using any bill acceptor, a metal enclosure, and the connection to the model 101 motorized card or envelope dispenser directly from the coin or bill acceptor. The model 101 will accept any combination of bills or coins until reaching the preset dipswitch setting; it then automatically dispenses the card or envelope.

For more information, contact XCP Inc, 7212 U.S. 19, Unit 6, New Port Richey, FL 34652; (813) 841-6630; fax (813) 845-3640.

Accounts Receivable module

Armor Systems Inc., has released an Accounts Receivable module for the new Armor Advantage Series software which makes credit management and customer account administration both easy and efficient.

With Advantage Accounts Receivable service professionals can compute and post early payment discounts, minimum payments due, and late charges for each customer account. It also allows service providers to print an aged schedule showing customers whose accounts are past due. Comprehensive and user-defined customer statements are also available.

For more information, contact Armor Systems, 1626 W. Airport Blvd., Sanford, FL 32773-4814; (407) 323-9787; fax (407) 330-1442.

Happ Controls product flyer

Happ Controls has published a new products supplement that includes an expansion of its line of goods including billiard products, cleaners, lighting and electrical products, vending parts, material handling, and paint.

Billiard products include cue sticks, billiard balls, pool cloth, chalk, and other accessories. Cleaners include glass cleaner, dollar bill cleaning cards, durable disposal towels, and a full line of Wildcat products.

Vending parts include vinyl, cold controls, motor assemblies, delivery doors, replacement buttons, filters, and other accessories. Electrical products include fluorescent lamps, minilamps, starters, and ballasts. Paint products include Happ Controls and Krylon spray paint

To receive a free copy of the product supplement, contact Happ Controls, 106 Garlisch Drive, Elk Grove, IL 60007; (847) 593-6130 or (800) 593-4277; fax (847) 593-6137.

Ultrazone button technology

Ultrazone introduces several new innovations to its button technology, which has the capacity to store membership information and activate special laser tag game features and enhancements.

Members log on the system by touching the button on their pack and the members' score monitor. Depending on the type of membership, the button gives players a real name or distinctive alias, career statistics printed on a card, instant access to several levels of performance history, and special game enhancements like less deactivation time and more ammunition.

One major new feature is the Defender Button, which evens out the playing field for new and experienced players. When the option is activated, a new player has access to increased powers like easier deactivation of opponents, protection from interactive arena devices, and the ability to fire revenge shots after deactivation.

In addition, Ultrazone has added several enhancements to its exclusive role-playing memberships including instant ammo reloads, the use of shields to escape difficult situations, and the Missiles feature which gives the enhanced role playing member the ability to deactivate several players in a three-second blast.

For more information, contact Ultrazone, 2880 E. Flamingo Road, Suite E, Las Vegas, NV 89121; (702) 734-3617 or (800) 628-2829; fax (702) 734-3618. ▲

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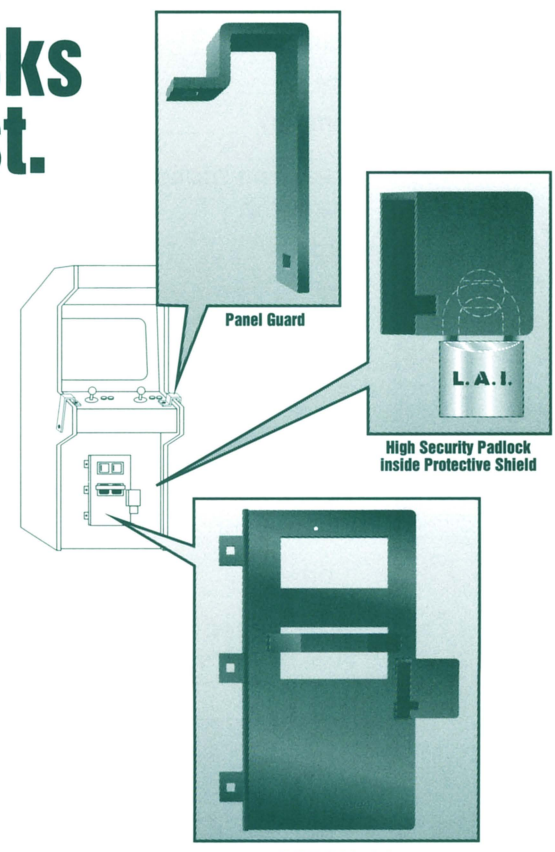

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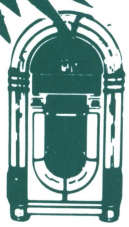

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AUGUST	**3** Louisville, Kentucky Common Wealth Conv. Ctr. 221 Fourth Ave. Hall # C Louisville, KY	**17** Orlando, Florida Central Fl. Fairground 4603 West Colonial Dr. Orlando, Exhibit Hall	**24** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA	**31** Dallas/Mesquite, Texas 800 BigTown Mall Mesquite, TX Expo Hall	
SEPTEMBER	NEW DATE **14** Atlanta, Georgia National Guard Armory 3736 Durham Park Rd. Decatur, GA	**21** Columbus, Ohio National Guard Armory 2825 W. Dublin-Granville Rd. Columbus, OH	**28** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA		
OCTOBER	**5** San Diego, California UAW Hall # 506 2266 San Diego Ave. Old Town, San Diego	**12** St. Charles, Missouri 1355 So. Fifth Street St. Charles, MO Exhibition Hall	**19** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA	**26** Sacramento, California Placer County Fgrds. 800 All American Blvd. Roseville, Jones Hall	
NOVEMBER	**16** Dallas/Mesquite,Texas 800 Big Town Mall Mesquite, TX Expo Hall	**23** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA			
DECEMBER	**7** Miami, Florida Special Auction Location TBA	**14** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA	**21** San Jose, California Santa Clara Fairground Gateway Hall, 344 Tully Rd. San Jose, CA		

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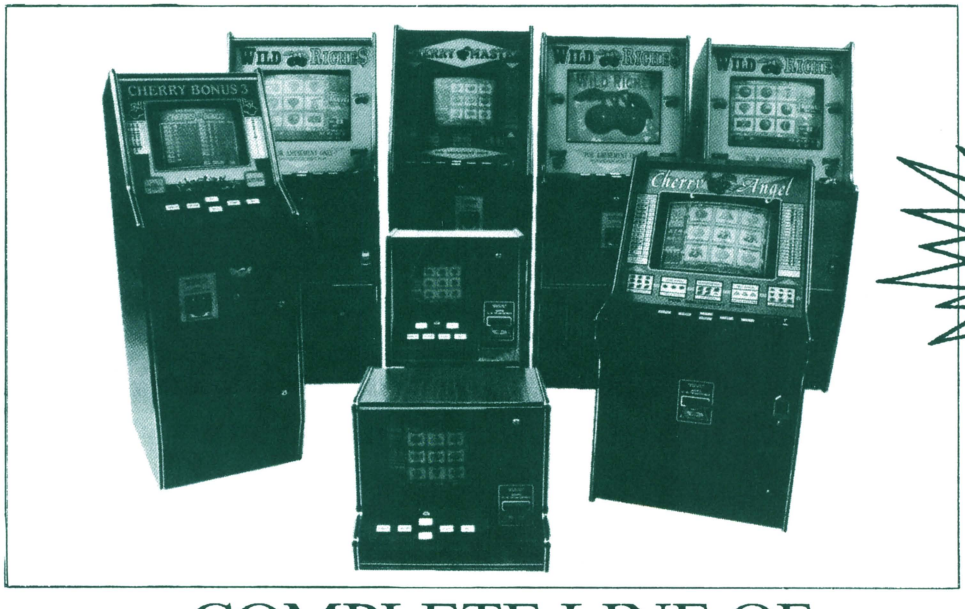

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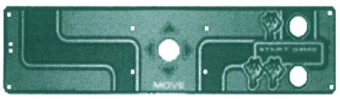

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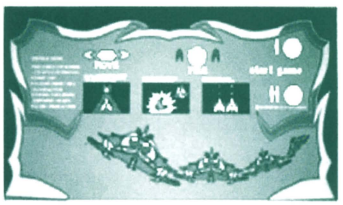

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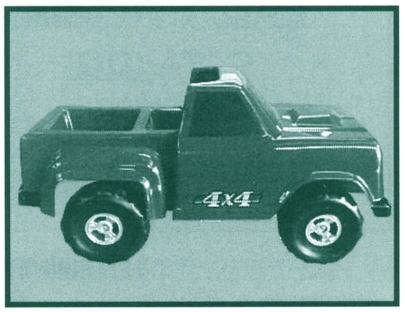

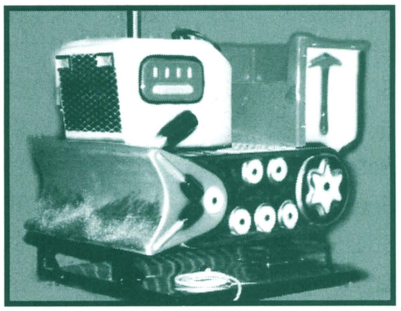

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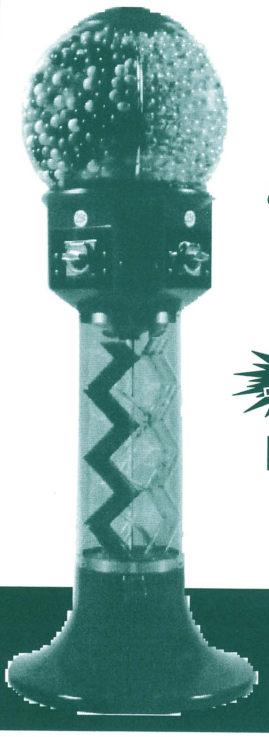

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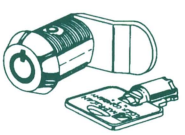

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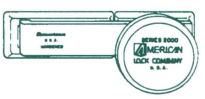

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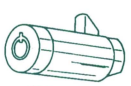

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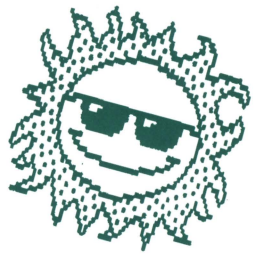

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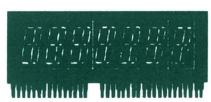

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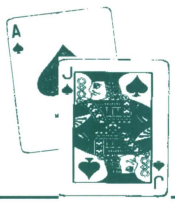

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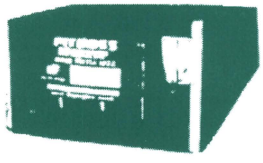

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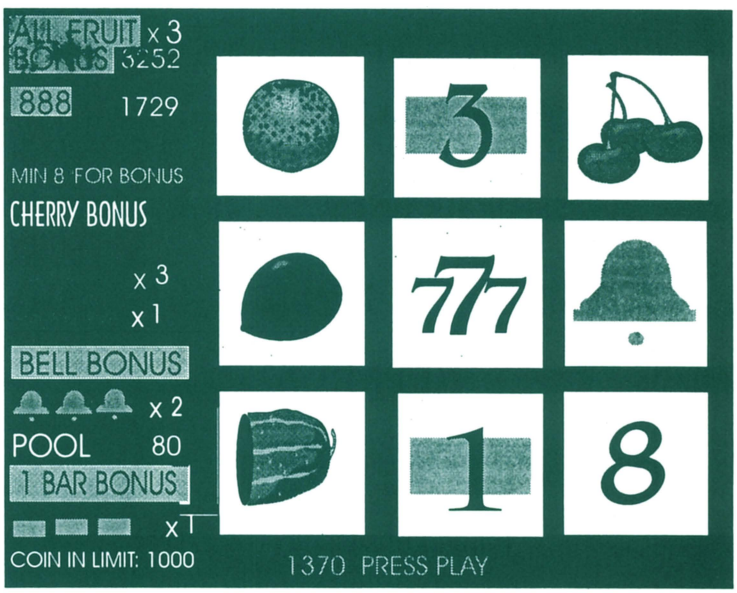

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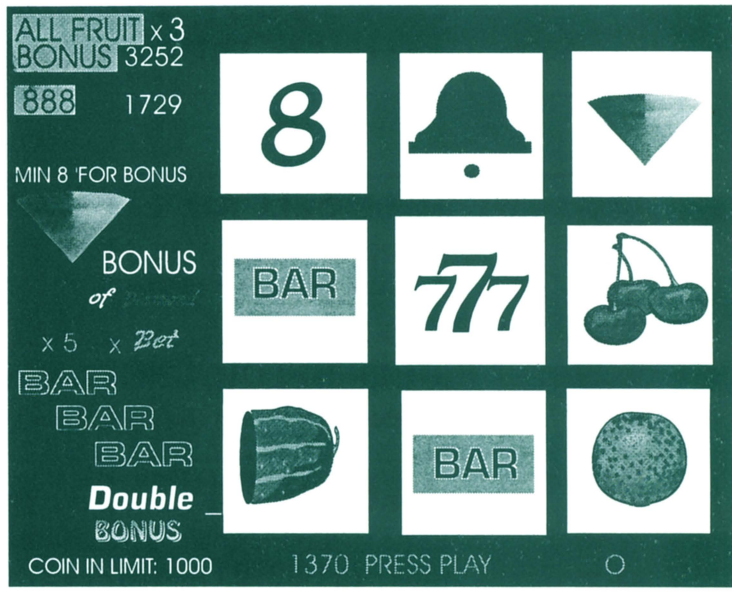

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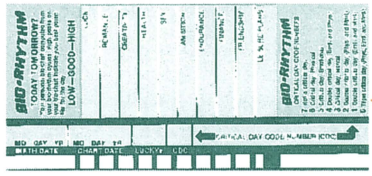

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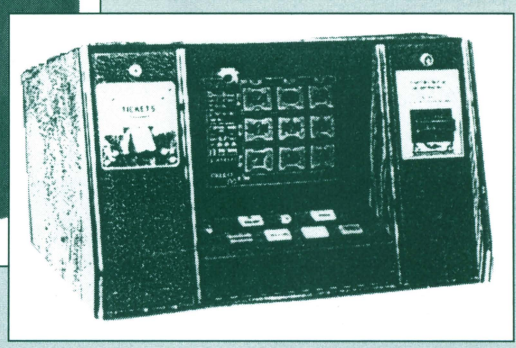

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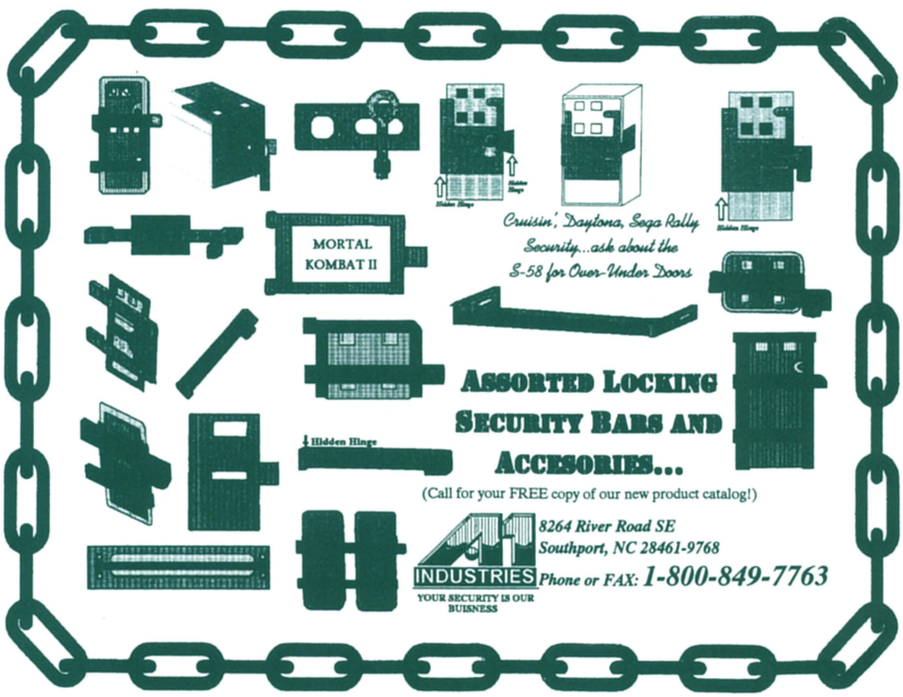

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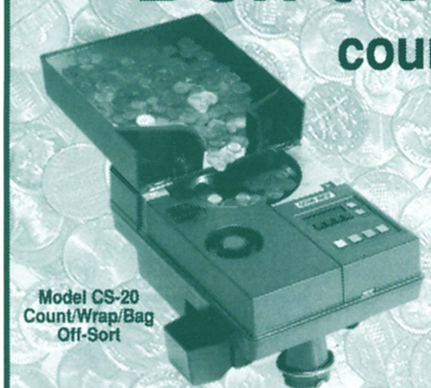
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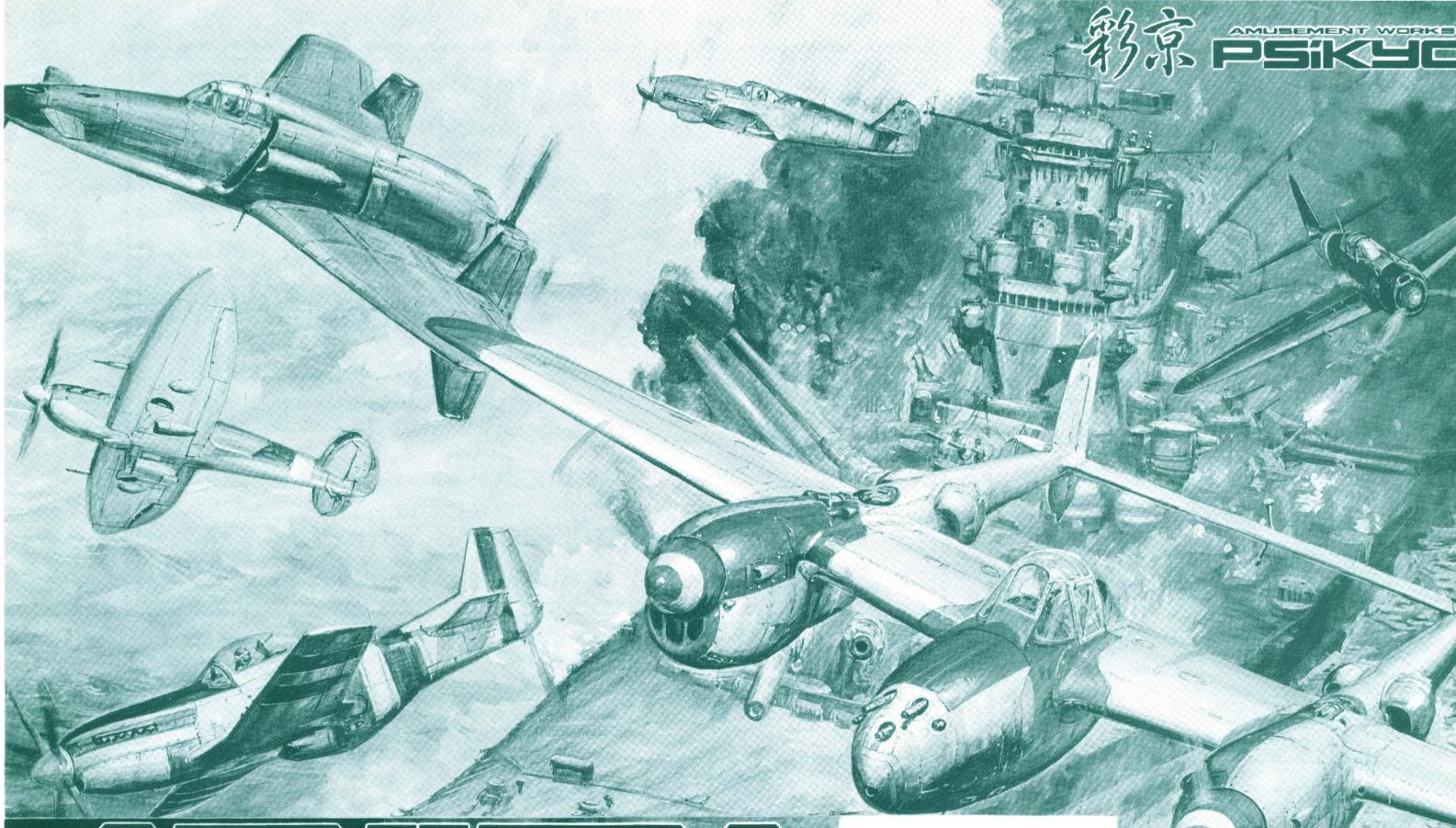

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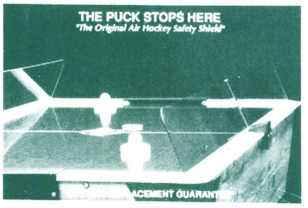

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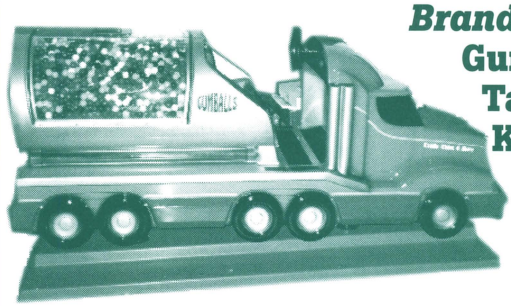

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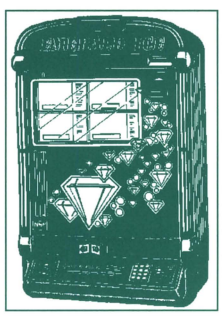

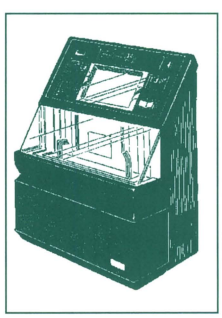

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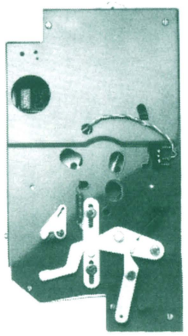

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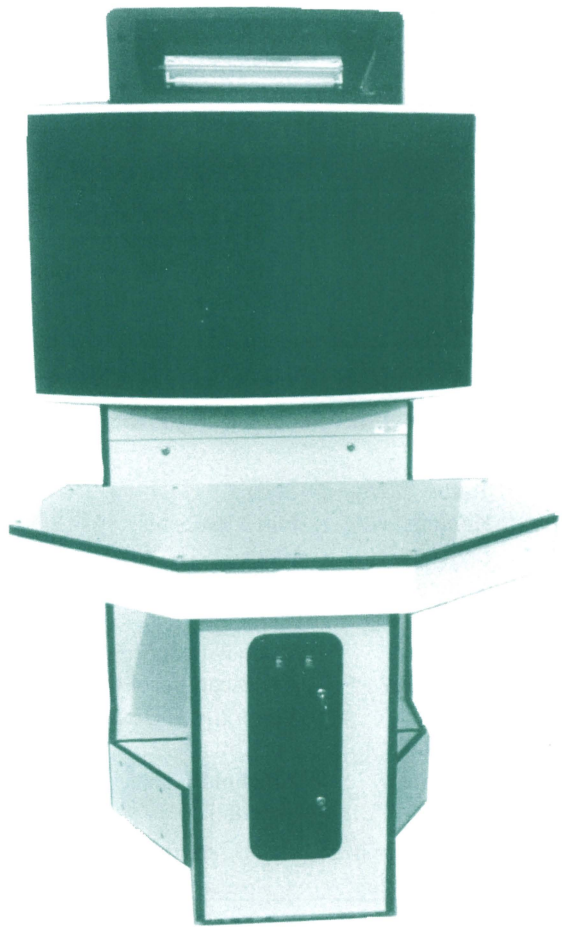

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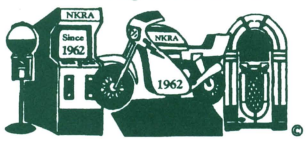

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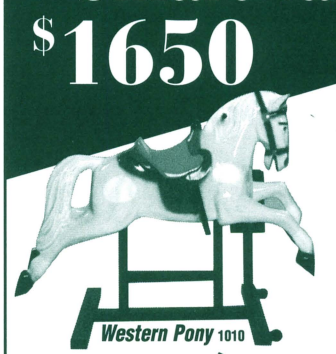

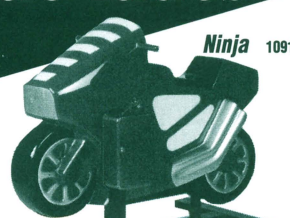

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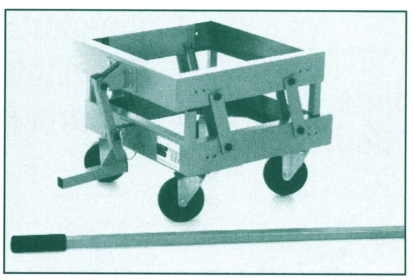

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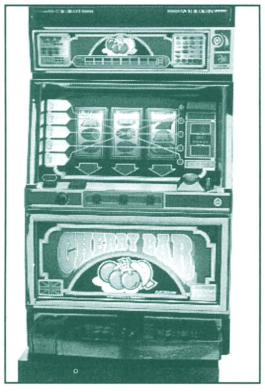

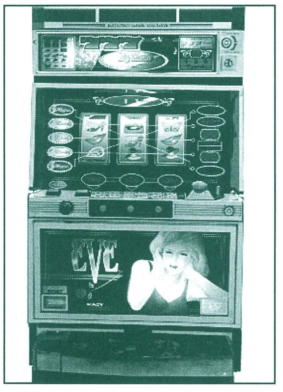

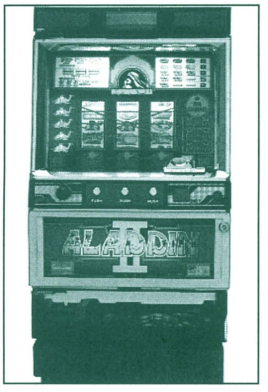

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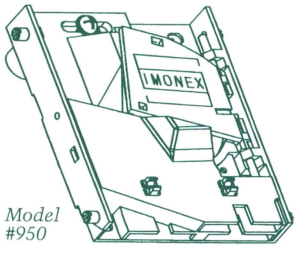

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Amusement Industry Expo, I-X Center, Cleveland, Ohio. Call (216) 265-2619; fax (216) 265-2621.

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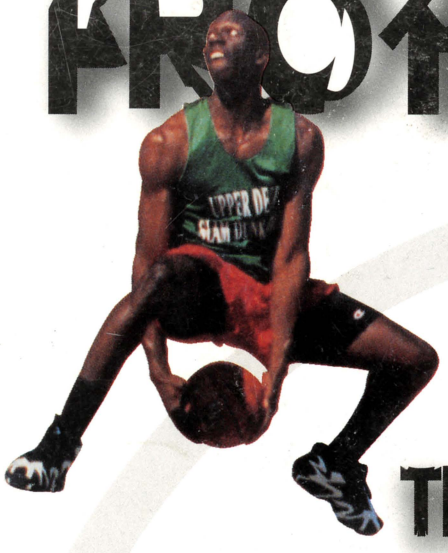

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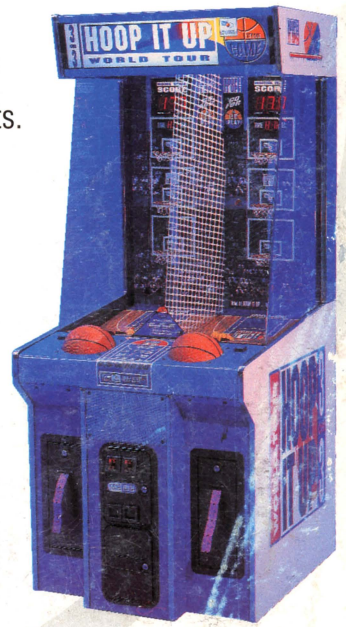

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